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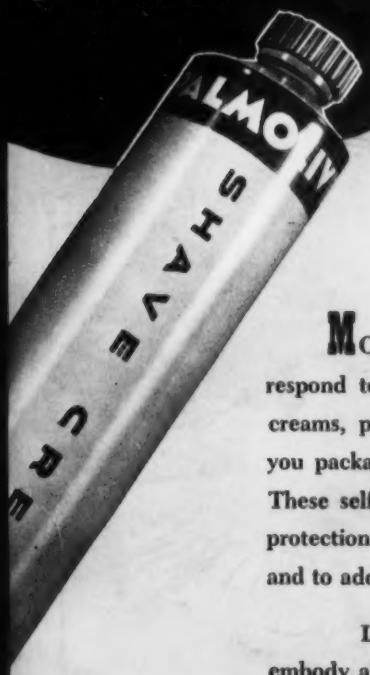

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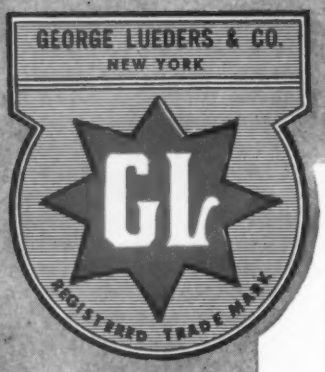

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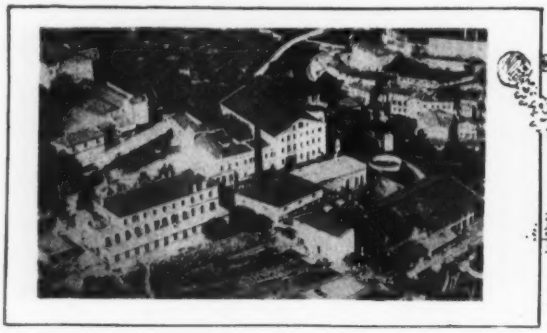

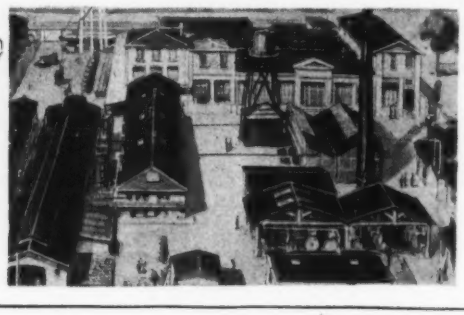

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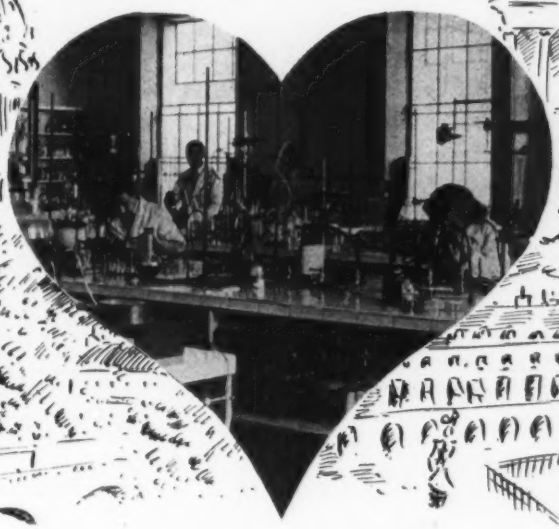

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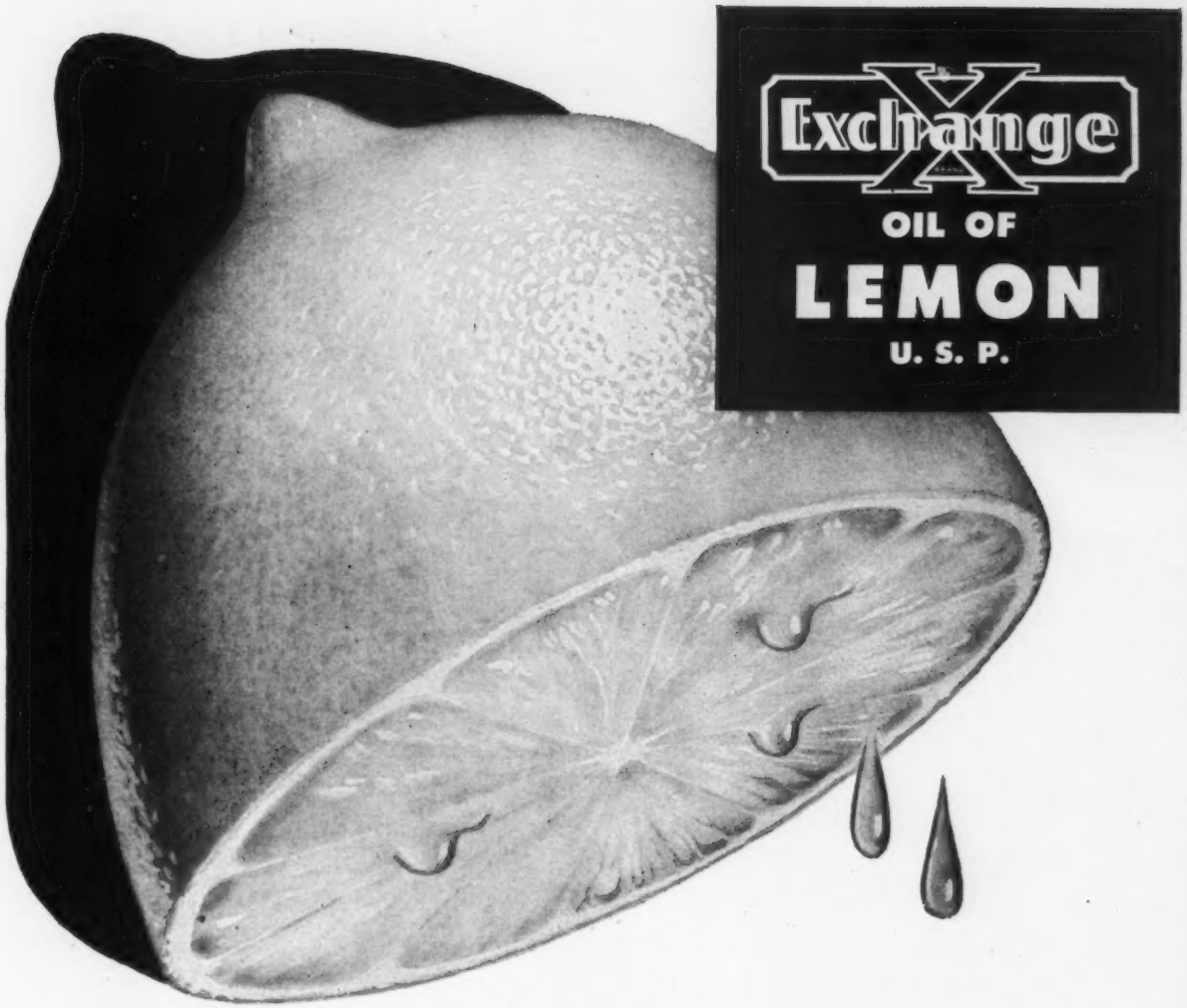

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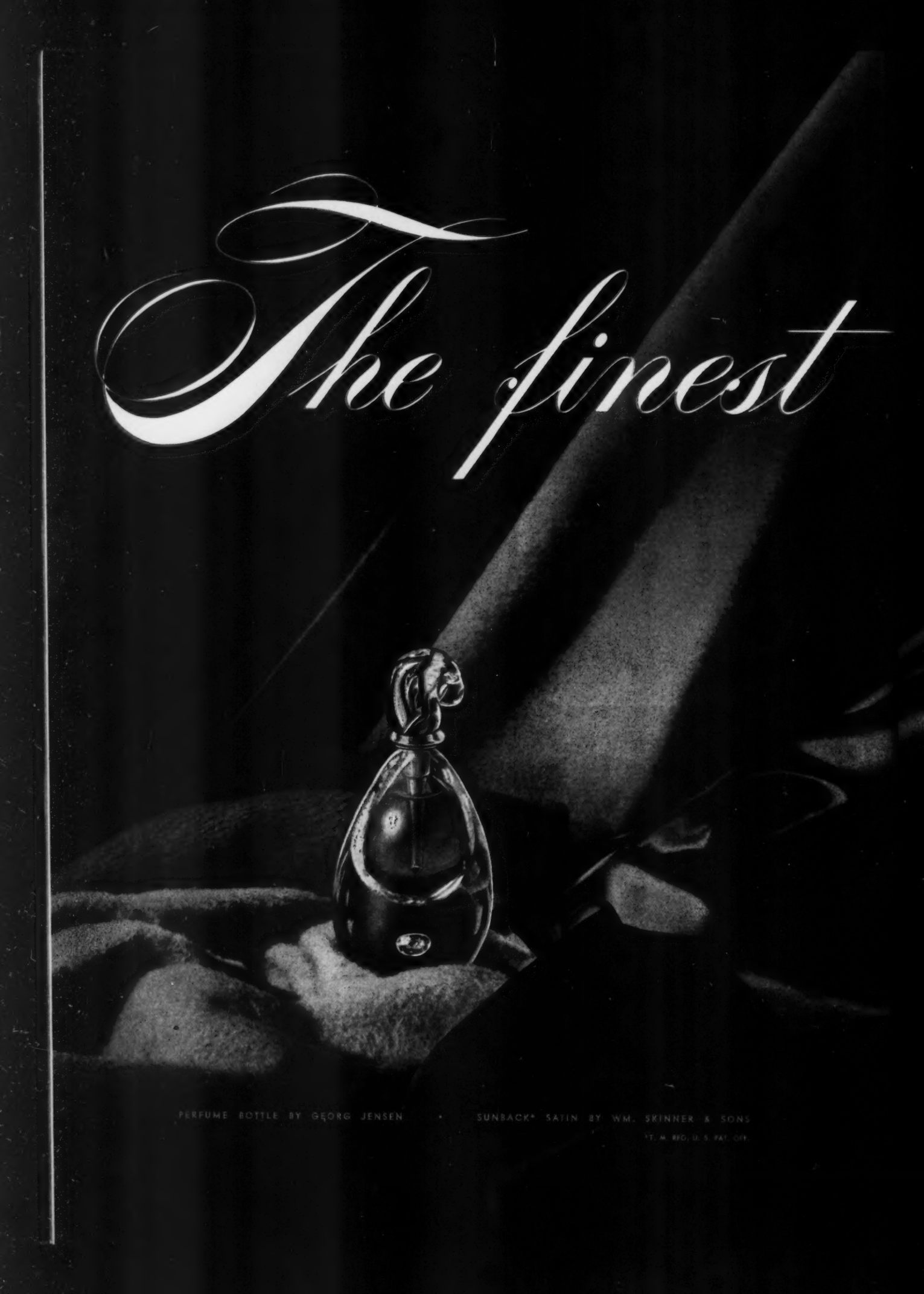

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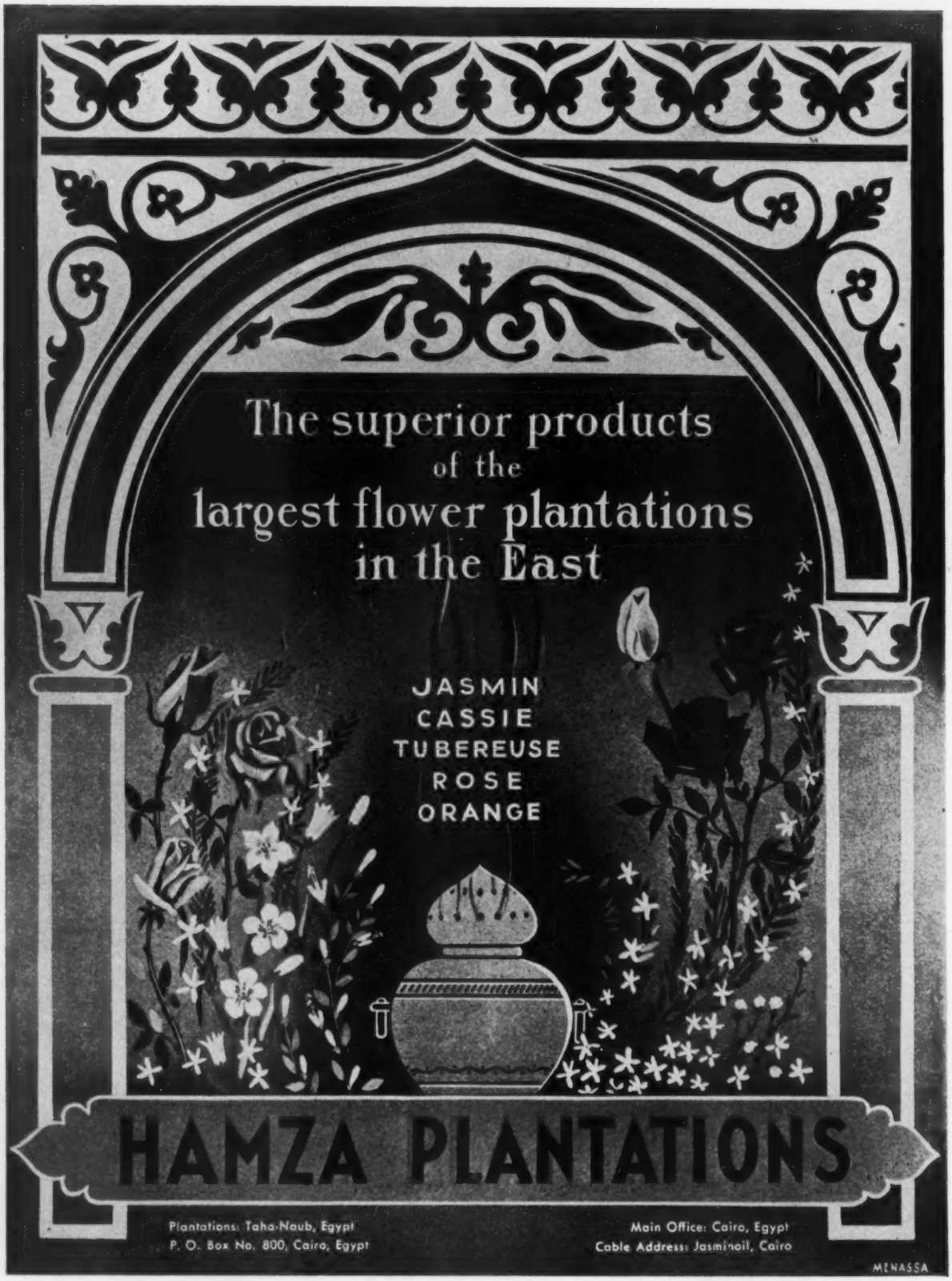
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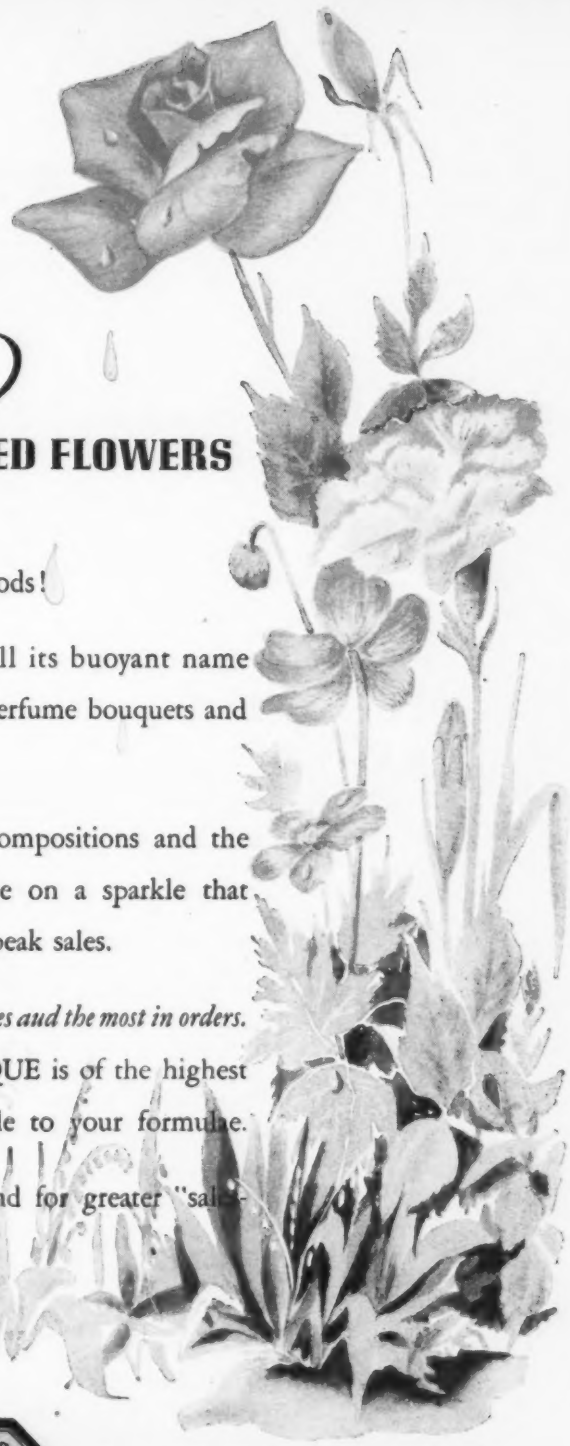

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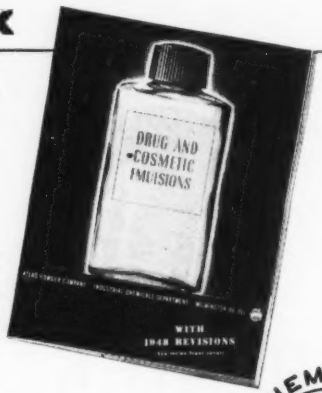

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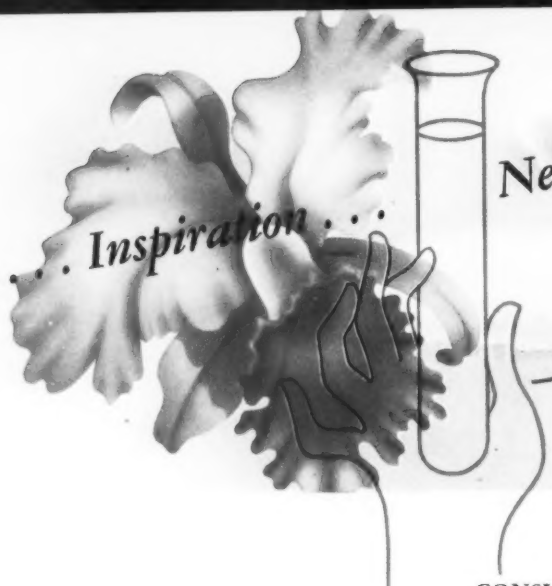

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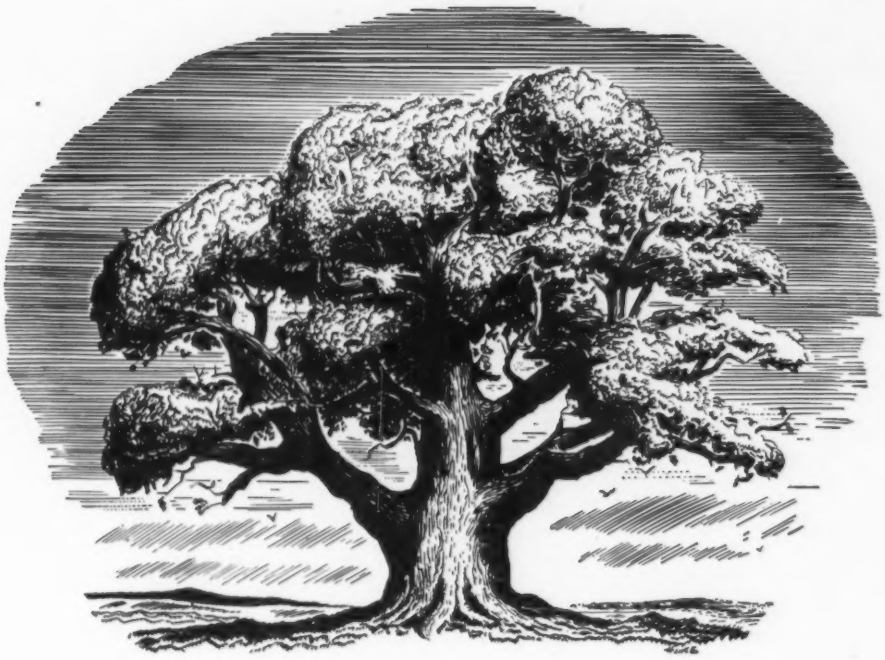

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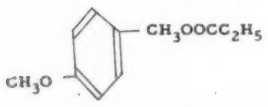

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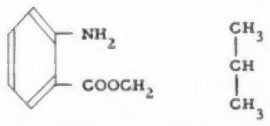

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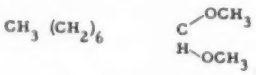

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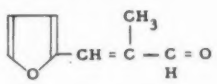

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Editorial Comment

Unfinished Business

A number of bills affecting the twenty per cent excise tax on cosmetics were presented by various members of the 80th Congress. Unfortunately, for our industry, they were all aborted by the rush to recess for the Republican convention held last month. At first blush it might seem that a great deal of work on the part of a great many people had all been in vain, but such is not the case. It is safe to say that there is hardly an influential member of either House who is not acutely aware of the merits of the case for relief. With this excellent groundwork done, and unless some startling new development takes place in the meantime, we can expect some action on the matter in the next session of Congress.

Admiration's Admirable Aid

Admiration Laboratories, distributors of Admiration Oil Shampoo, for men, and Admiration Foamy Shampoo, for women, is packaging sales aids for clerks on the back of carton cards. In this way, a clerk, even though he may be a new one, is not left flat-footed by customer inquiry on use and advantages. We call this a bit of smart merchandising.

Stuffers Pull

Evidence that people read enclosed literature was recently advanced when the Sterling Drug Co. asked its stockholders to return a postcard enclosed with a dividend check if they wanted to receive a package of Caroid Dental Powder, a product of the American Ferment Co., a Sterling subsidiary.

Out of almost 29,000 stockholders, 17,000 returned the card. Inquiries are still coming in at the rate of 100 a day.

While all company letters don't ordinarily go to stockholders, it might be surprising how often enclosures would fall on fertile ground. Yet many companies make no provision for this kind of merchandising in any form.

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Desiderata

by MAISON G. DeNAVARRE

M. G. DeNavarre at work in his laboratory

HAIR DRESSING

A series of new lubricants recently offered seem to have possibilities in either alcoholic or non-alcoholic hair dressings. One of the materials is completely water soluble, requiring no alcohol to maintain solution. The other is soluble in hydroalcoholic solutions. It replaces castor oil, doesn't get rancid, is less sticky than castor oil and requires less alcohol to keep in solution. Sounds like a natural for an alcoholic hair dressing, doesn't it?

SHAMPOO FATTY ACIDS

An old time supplier of fatty acids now offers a new blend to replace ordinary coconut fatty acids. The new material consists of 45 per cent myristic, 25 per cent palmitic, 15 per cent lauric and 15 per cent stearic acid. The acid value is 230, with a titer of 42 deg. C. The new material has possibilities in cream shampoo, paste shampoo and in shaving cream.

WORTHIEST COSMETIC CHEMIST

Cosmetic chemists are at last getting consideration for their valuable contributions to the industry. The Society of Cosmetic Chemists has opened nominations for the Medal Award for achievement in the art or science of cosmetics. Nominees need not belong to the Society or live in the United States. Anyone can nominate anyone else.

The Medal Award Committee consisting of the technical editors of the three trade journals of the industry, Drug Trade News, Drug & Cosmetic Industry and the American Perfumer, together with the scientific director of the Toilet Goods Association and an Educator, will choose the most worthy of the nominees. This person will receive the award in December 1948. A list of the nominees contributions together with a full sketch of the persons life and training must accompany the nomination. A single great contribution, or a lifes work may qualify an individual for the Award.

HOME KITS AGAIN

"Although some sections of the Trade would prefer that no mention of home permanent waving were made, the facts now are such that whether the news comes through the Trade Press or not, it will break in the national Press, and evidently to some purpose. . . .

"As we have said on a previous occasion, if products are good it is useless to try to decry them. They will make headway, or fail, according to their quality and the skill behind the marketing organization. . . .

"What is the real nub of the situation is that hairdressers have not used the 'boom' periods to the best advantage."

These quotations appear in the Hairdressers' Weekly Journal (British). They are significant because they portend things to come in other parts of the world.

CURATIVE DENTIFRICES

Researchers are finding that certain substances may prevent dental caries if used regularly. Thus vitamin K, Fluorides and ammonium ions have their proponents, none without basis in fact. Adaptation to use of these materials in dentifrices has already been realized in the case of ammonium ions. Most work so far does not seem to show any of the results found with fluorides to be as good as that using ammonium ions in dentifrices. The ammonium idea is supposedly being patented by two separate and different groups or persons. So, unless licensed, you may be in for a lawsuit if using ammonium ions.

SHAMPOO

A liquid cream shampoo can be made from the following formula developed by one supplier: 45 per cent wetting agent (opaque liquid), 10 per cent solubilized acrylate gum, 44 per cent water and 1 per cent diglycol laurate. This writer's experiments indicate that a simpler formula made from 75 per cent of the same wetting agent will tolerate 25 per cent water without separation and without increasing the cost too much. The product is beautifully white, very fluid and somewhat pearly. Gives abundant foam, leaving the hair nice and soft.

Suppliers of cationic compounds continue to suggest the use of their antiseptic cationics as materials for hair shampoo. The idea is fundamentally sound if we assume a "germ theory" as the cause of dandruff. But because the compounds are substantive to hair (absorbed by hair), it seems almost impossible to rinse them out, for they continue to either foam or to coat the hair in amounts greater than needed, resulting in matting etc. That has

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been my experience. If there are any germicidal cationics that don't have these objections, this department would like to know about them. Incidentally anionic wetting agents also are adsorbed by hair, but not to the extent of the cationics. Maybe the German's idea of combining the two for textile work, might have application in the case of shampoo.

Speaking of cationics, it has been quite a problem to perfume solutions containing them without clouding, due to incompatibility. One large perfume supply house has found about a dozen perfume compounds that are compatible with cationics, affecting neither the phenol coefficient nor the clarity.

One can expect most anything of estrogenic materials, but the discovery that compounds like benzestroland diethylstibestrol had fungistatic properties too, is quite a coincidence. Yet that is exactly what Heinemann reports in the *J. Invest. Dermat., 9, 277, 1947.* Using twelve species of fungi, insolubility prevented finding the exact dilution of acticity in some. Salicylic acid was used as a standard, proving to be effective against all twelve species, but in higher concentrations. The average dilution of benzestrol required was of the order of 1:20,000 while quite often as little as 1:40,000 of diethylstilbestrol was sufficient.

QUESTIONS AND ANSWERS

699. LIQUID SHAMPOO

Q: *Can you give me a source of sucrose octa acetate for manufacturing rubbing alcohol? What can be used to make a thick, viscous shampoo out of the following formula without getting a separation? We desire an opaque mixture. Formula follows.*

B. C. R.—ALABAMA

A: The name of the supplier of sucrose octa acetate goes to you under separate cover together with a reprint of an article on cream shampoo which appeared in the March 1947 issue of THE AMERICAN PERFUMER. You will note from this article that certain ratios are specified. It is our opinion that you are using too much liquid detergent compared to the opaque alcohol sulfate, the liquid having a solubilizing action on your paste. Also, you are using too much propylene glycol for the purpose and you will tend to have a clear product rather than an opaque one. Several liquid shampoo formulas are given in the reprint of the article being sent to you.

700. HAND CREAM

Q: *In a recent issue you discussed the formulation of a hand cream using avacado oil. We have lost this literature and would be very grateful if you could advise us direct. What percentage of the oil should be used? Where can it be obtained and what are the beneficial effects of avocado oil on the hands.*

R. L.—KENTUCKY

A: Hand creams generally are stearic acid type vanishing creams containing from 10 to 20 per cent of polyol. Occasionally there is a small amount of other fatty matter added such as lanolin, isopropyl palmitate or avacado oil. The amounts of these to be added will vary somewhat with the formulation, but usually never exceed 2-5 per cent because it makes the resulting product too oily on the skin. Most hand cream manufacturers prefer a dry feeling as the end result of hand cream application. The oil is melted with the stearic acid and saponification proceeds in the usual way.

701. EMULSIFIED LIPSTICKS

Q: *During a recent tour in France, I have noticed that several French firms manufacture emulsified lipsticks, which are not without merit. I understand these are made with water soluble dyes incorporated in an emulsified base. Could you suggest a basic formula for the latter, on which to work? If so, I would be thankful for the advice.*

Y. F.—EGYPT

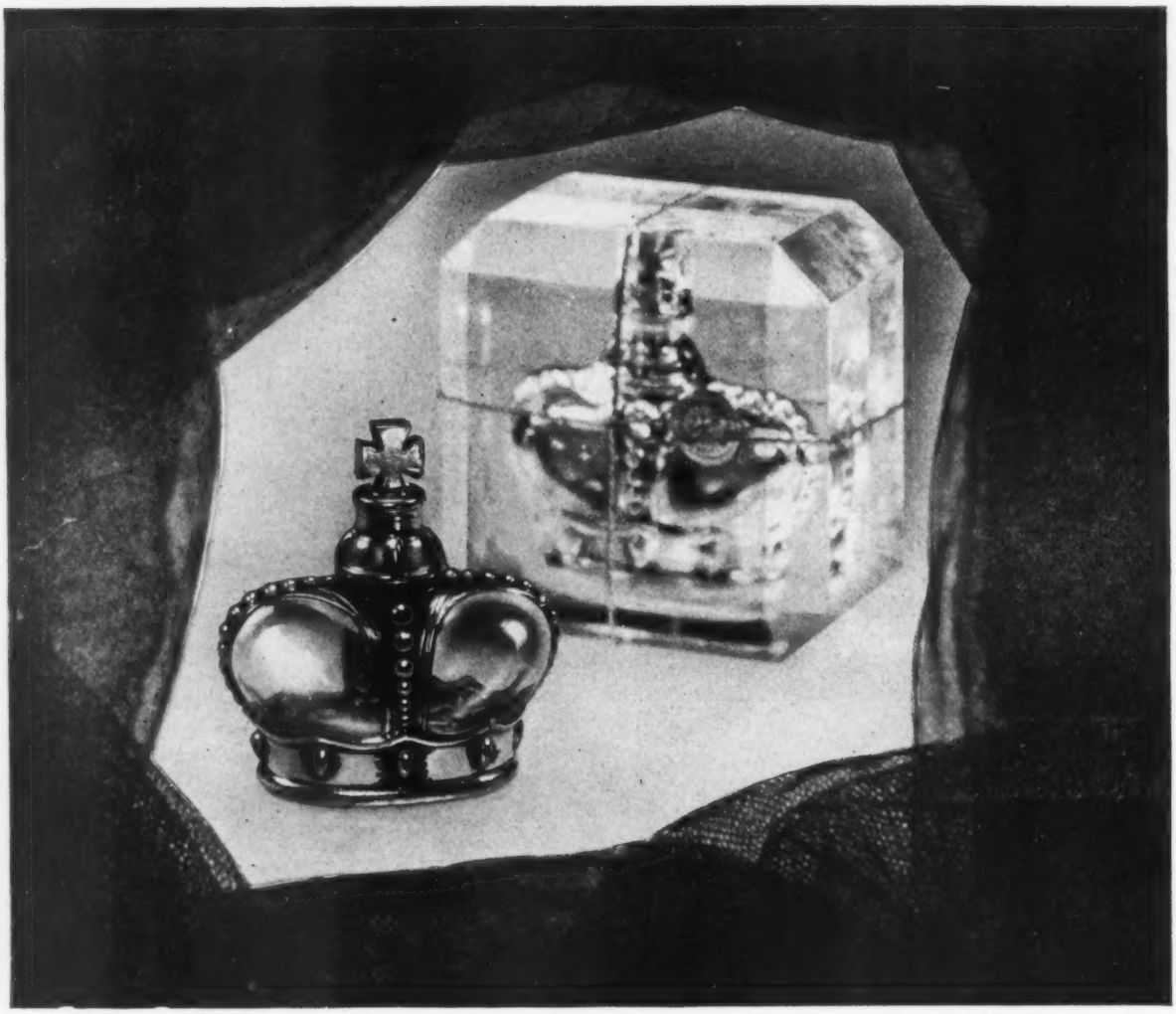
A: It is quite possible to produce an emulsified lipstick and we would suggest that you use your regular formula but replace the anhydrous lanolin with hydrous lanolin. The bromo acid, with the aid of a trace of alkali, such as triethanolamine, will dissolve in the aqueous phase to a certain extent. Another way to achieve the same effect is to add 5 or 10 per cent of an emulsifier such as mannide sesquioleate with whatever percentage of water you require to your lipstick formula, colloid milling entire mixture, to be sure of uniform distribution of the water.

702. BARBER, BEAUTY SUPPLIES

Q: *May we please have by return mail formulae for the following products; cream shampoos, liquid cream shampoos, cream rinses, color rinses, permanent wave solutions for cold waves. We would like to add these items to our present line of barber and beauty supplies.*

P. C.—ARIZONA

A: Without trying to be bumptious, we would suggest that you buy a book on cosmetic formulations such as "Modern Cosmetics" by Thomssen or "The Chemistry and Manufacture of Cosmetics" by deNavarre, either of which are available from THE AMERICAN PERFUMER. However, we suggest that you try the formulas for cream shampoo given in the article on the subject, published in the March 1947 issue of THE AMERICAN PERFUMER, a reprint of which goes to you under separate cover. The cream rinses can be manufactured from one or two cationic compounds, the names of which go to you separately. Approximately 15 per cent of the cationic compound with about ½ per cent of diglycol laurate are dispersed in enough water to make 100 per cent. For color rinses, we suggest that you contact a supplier of colors, and the name of one of these is being sent to you separately. The base of most rinses is citric or tartaric acid together with about 1 per cent of certified color blend and a mordant. We also send you the names of several suppliers of cold wave solutions in bulk for your own packaging.



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The Cosmetic Aspects of Perspiration and its Control

Dr. EMIL G. KLARMANN*

"*QUAM paene admonui ne trux caper iret in alas*" ("How nearly did I warn you that no rude goat find its way beneath your arms"). This bit of caution may be found in Ovid's *Ars Amatoria,* a large opus written at the turn of the eras.[1] In a chapter replete with good advice on the subjects of personal hygiene and correct grooming, Ovid calls attention to the insidious and offensive character of underarm odor. Almost two thousand years later the problem continues to be one of major cosmetic interest. Although today's means of overcoming underarm odor are very simple and practically within the reach of everybody, Ovid's warning, suitably reworded, would still appear to be most timely in view of the neglect with which this particular source of social annoyance is being treated by large numbers of both women and men.

Before discussing the ways and means of dealing with malodorous or offensive perspiration, some comments would seem in order on the subject of the normal prespiration itself.

PHYSIOLOGICAL AND ANATOMICAL FACTORS

In popular usage the terms perspiration and sweating are synonymous. However, in scientific language one has to distinguish between "insensible" and "sensible" perspiration, on both functional and anatomical grounds. In its widest sense, insensible perspiration covers the loss of water in the form of vapor through both the skin and the respiratory passages, plus the weight of carbon dioxide produced by the lungs as well as that given off by the skin. (The loss of carbon dioxide throughthe skin is less than one per cent of that exhaled by the lungs and, therefore, not so important in the overall picture.) However, for practical purposes, insensible perspiration is understood to indicate the discharge of water in the form of vapor through the skin only; such perspiration is also invisible and intangible, but it is weighable. Cutaneous insensible perspiration is presumed to operate particularly by diffusion of the tissue fluid through the epidermis. Its rate is fairly uniform over the entire skin area, except for the palms and soles where it is considerably greater; probably it is affected by physiological factors more than by purely physical ones, although the evidence on this point is of a somewhat controversial character.

While there is considerably more to be said on the subject of insensible perspiration, the primary interest from the viewpoint of the subject of this presentation, resides in the sensible perspiration or sweating which means the elimination of water through the activity of the sudoriferous (sudoriparous) or sweat glands and ducts. The most important function of sensible perspiration is its participation in the regulation of body temperature. In addition, it plays an important role in the elimination of lactic acid formed during muscular exercise. The activity of the sudoriferous glands of the palms and soles contributes to their efficiency by protecting these skin areas against dryness, and thus by enhancing the "grasping" effect in the handling of objects, as well as in walking. In passing, mention may be made here of the so-called "sexual" scent disseminated particularly from the axillary areas; while this factor may have played an important part at some early stage in the development of the human species, it is doubtful that it plays any really significant role today, especially in the case of civilized man.

The sweat gland is one of several varieties of skin glands. The latter are of two main types, viz., holocrine and merocrine. The secretion of the holocrine glands

* Vice-President (in charge of Research) Lehn & Fink, Inc., Bloomfield, N.J.
Constructed from a presentation in the "Cosmetic Industry" course at New York University, March, 1948.

contains the disintegration products of the secretory cells lining these glands; this is true, e.g., of the secretion of the sebaceous glands. As to the merocrine glands, their secretion contains only parts of the secretory cells in the form of disintegration products; the milk glands and the sweat glands are of merocrine character. The sweat glands are further subdivided into eccrine and apocrine; the former secrete a practically clear fluid, whereas the otherwise clear secretion of the latter contains a small amount of protoplasm released by a break in the tips of the cells lining these glands. Apocrine glands are usually connected with a hair follicle.

According to the estimates of Krause,[2] and those of Taniguchi and Kamiyama,[3] the human body contains about 2.38 million sweat glands. The eccrine glands are distributed all over the body except on the lip margins and certain portions of the sex organs. They are especially numerous on the palms and soles, also on the head. The apocrine glands occur particularly under the arms, also in the pectoral, abdominal and genital areas. They actually represent secondary sex characteristics. They are more numerous in the female than in the male. In the former's case, they undergo cyclical changes in activity coincident with menstruation. They secrete nitrogenous and fatty matter in addition to salt and water which constitute the bulk of the eccrine secretion.

Anatomically the eccrine sweat gland consists of a body and an excretory duct, the latter extending directly to the skin's surface often in spiral fashion and reaching it with a funnel-like opening, as shown in Figure 1.

By contrast, the apocrine gland is larger in size and its duct usually opens into a hair follicle rather than into the skin surface.

The secretion of sweat is controlled by the nervous system. The sweat glands are activated by sympathetic fibers and the impulses are transmitted by acetylcholine at the nerve endings acting on the sweat glands.

OUTPUT OF PERSPIRATION

As mentioned before, the body always gives off water in the form of insensible perspiration. As early as in 1614, Sanctorius began to make quantitative measurements of insensible perspiration by means of a large balance of his own design; he continued weighing himself for 30 years. Since that time many investigators studied this phenomenon, the peak of accuracy in weighing having been reached in 1926 by Benedict and co-workers who employed a balance with a capacity of one-hundred kilogram per arm, and a sensitiveness of one-tenth of a gram. The figures reported for insensible perspiration vary from one-half to one and one-half kilogram during twenty-four hours; about 600 to 700 grams is probably the average output. One estimate alleges an evaporation rate of two hundred grams per square meter of body surface.[4]

Figure 1. The eccrine sweat gland

The output of sensible perspiration depends upon temperature, humidity, muscular exercise, sensory stimulation, emotions, mental stress and other factors. The following table illustrates the output of sweat under different forced conditions.

Table 1 (after Kuno)

Procedures	Amount of Sweat observed	Approximate Maximum Amount per hour (kg.)
Blowing with absolutely dry air current at 75°-90° C.	218-660 g. per hour	0.7
Blowing with dry air current at 48°-49° C.	741-760 g. per hour	0.8
At wet bulb temperature of 34.5°-35.6° C.	Weight lost through the skin per hour, 190-730 g.	0.7
At 46° C. with 50 per cent of relative humidity	3 Kg. in 3 hours	1.0
" " "	1-2.25 kg. in 2 hours	1.1
Electric light bath	300-500 g. in 23 minutes	1.2
" " "	200-600 g. in 10-20 minutes	1.8
" " "	800 g. in 20 minutes	2.4
Hot bath	1 kg. per hour	1.0
Heavy work under ordinary temperature	350-1,530 g. per hour	1.5
Heavy work under high temperature	500-1,000 g. per hour	1.0
Football	1-2 kg. in 2 hours	1.0
2 hours' running, 7.7 km. per hour	2.1 kg. in 2 hours	1.1
Running	3.9 kg. in 180 minutes	1.3

All the above results indicate that the maximum output per hour of perspiration probably lies between approximately 1 and 2 kilograms.

As a further illustration of the quantity of sweat under conditions favoring its secretion, the following additional references are worthy of note. According to Caspari and Schilling,[6] subjects living in the tropics may eliminate as much as 3 to 4 kilograms of sweat a day. A mountaineer loses 4 to 5 kilograms of sweat daily; as much as 10 kilograms of it may be lost by a miner.[7] Hunt claims that in Central India individuals leading an active life may lose as much as 15 kilograms of water daily by perspiration.[8]

For the sake of completeness it should be added here that an appreciable loss of water entails also a substantial loss of sodium chloride. While the findings of different investigators as to the proportion of sodium chloride in

sweat are somewhat conflicting, the loss of 10 to 15 grams of sodium chloride per day may be regarded as quite likely in the case of excessive perspiration. The loss by perspiration of both water and salt must be made up, of course, in order to counteract the risk of collapse or of even more serious consequences.

There are several methods of determining the distribution of the "perspiration potential" over the body surface. The colorimetric method of Minor[9] was applied by Kosaka[10] to demonstrate the pattern of sweat distribution on the palm and sole. This method calls for the application of a dilute alcoholic iodine solution, and dusting with starch after drying. The production of moisture causes the appearance of dark spots owing to the typical iodine-starch color reaction. As shown by Figure 2, moisture is produced, on the palm and sole, especially in those areas which are primarily involved in grasping and walking, respectively.

Another colorimetric method of outlining the sweat pattern is that of Silverman and Powell.[11] This method depends on the reaction of the ferric ion with tannic acid. It calls for the application of a diluted alcoholic tincture of ferric chloride to the skin, followed by spraying with powdered tannic acid after drying. As perspiration begins to function, the reaction between iron and tannic acid takes place causing the appearance of dark spots which allow visualizing each individual sweat gland as illustrated by Figure 3.

COMPOSITION OF PERSPIRATION

Perspiration contains both inorganic and organic matter. The ratio of the organic to the inorganic content of sweat residue is approximately 1:3. Fresh sweat from a clean body is a colorless, sometimes faintly opalescent fluid, with a peculiar but not unpleasant odor. According to Way and Memmesheimer,[12] it contains sodium chloride, potassium chloride, urea, volatile organic acids (formic, acetic, propionic, butyric, valeric), volatile organic bases (methylamine, trimethylamine) and sebaceous matter; ethers of butyric and valeric acid contribute to the fetid odor of stale perspiration. There is considerable variation in the analysis of perspiration reported by different investigators. The principal factors responsible for this divergence are: 1) failure to take into account the degree of skin cleanliness at the time of collection, 2) differences in the conditions under which the sample is stored during the time interval between its collection and the beginning of the assay, 3) variations in the concentration of certain constituents of perspiration depending upon whether the body is in action or in repose; thus with respect to the last point it is known that during hard work the lactic acid content is increased since the sweat supplies the main avenue of excretion of this metabolic product. Diet also affects the composition of perspiration.[13]

It may be mentioned parenthetically that according to Cornbleet and co-workers,[14] Vitamin C as well as certain components of the Vitamin-B complex, viz., thiamin, riboflavin, pantothenic and nicotinic acids are also found in perspiration. The occurrence of vitamins in perspiration is the subject of a study by Michelson and Keys.[15]

The pH of perspiration varies usually from 5.7 to 6.2. In the axillary area perspiration is more alkaline, particularly because of apocrine secretion. Where there is an opportunity of intertrigo and maceration, the pH of perspiration has been known to rise to 8.3.

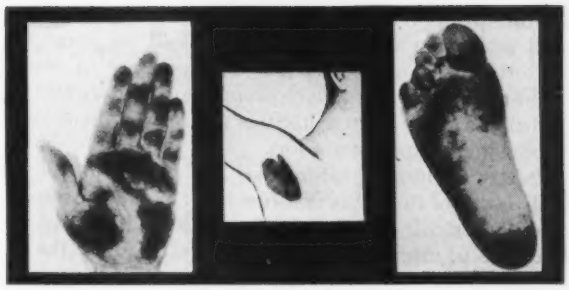

Figure 2. Determining the distribution of the "perspiration potential over the body surface

Following is a typical composition of perspiration:

Water	99.0200
Propionic acid	0.0062
Acetic acid	0.0096
Caprylic and caproic acids	0.0046
Sodium chloride	0.7000
Lactic acid	0.1000
Citric acid	0.0400
Ascorbic acid	0.0400
Urea	Trace
Uric acid	Trace

As indicated above, the quantitative composition of perspiration is subject to variations. Thus in some recent findings by Killian and Panzarella,[16] in perspiration collected by "thermal sweating," the sodium chloride content varied from 0.176 to 0.761 per cent, with a mean of 0.430 per cent; the concentrations of lactic acid ranged from 0.147 to 0.371 per cent, with a mean of 0.232 per cent. Prior to this, Kuno[17] reported extremes of 0.18 and 0.95 per cent of sodium chloride in perspiration on the basis of findings of a number of investigators. Schenck[18] found 0.20 to 0.30 per cent of lactic acid after moderate exercise. The ratio of lactic acid to sodium chloride was reported by Snapper and Grunbaum as 0.55,[19] in close agreement with the results of Killian and Panzarella. The chloride content of palmar sweat was determined by Lobitz and Osterberg[20] who also emphasize the capacity of chloride concentration by the palmar sweat glands.

Unfiltered perspiration contains also soluble and in-

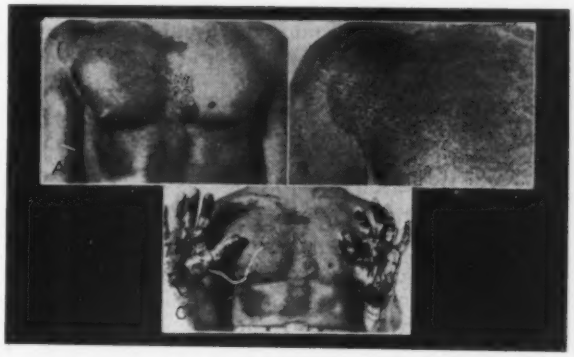

Figure 3. Colorimetric method of outlining the sweat pattern developed by Silverman and Powell

soluble protein shed from the skin's corneous layer, as well as foreign matter such as dirt and bacteria. The bacterial flora of the normal skin appears to consist almost entirely of *Staphylococcus albus* and *aureus;* in addition a gram positive bacillus seems to be involved in producing perspiratory odors.

It was mentioned before that heat regulation of the body is one of the important functions in which perspiration plays a role. While, of course, it would be most undesirable to interfere with the perspiration over the entire skin area, or a substantial portion of it, there is no objection to effecting a diminution of this secretion over a small area. If such diminution should be of any significance to the perspiration equilibrium, the body would compensate for it by supplying an outlet for an intensified flow elsewhere; if it is not significant, no harm is done by inhibiting a superfluous secretion.

Excessive perspiration resulting from a disorder of the sudoriferous glands is known as hyperidrosis. In certain protected areas (e.g., in the axillae and on the soles) hyperidrosis may cause maceration, sometimes leading to inflammation and secondary infection.[21] A rare form of perspiration abnormality is anidrosis, i.e., a pathological inability to produce sweat. Chromidrosis is a condition in which discoloration of the sweat occurs, particularly on exposure to air. The term bromidrosis is applied to fetid sweat.

MALODOROUS PERSPIRATION

As has been mentioned before, normal, freshly collected perspiration is free from an objectionable odor. The offensive odor of stale perspiration develops as a result of bacterial activity causing decomposition of the organic matter, both soluble and insoluble, carried by perspiration. An elegant demonstration of the critical role played by bacteria in this scheme was supplied by Killian and Panzarella[16] who showed that filtration of perspiration through a Berkefeld assembly (which removes any suspended bacteria) prevented any change of the original odor, and incidentally that of the original pH during 24 hours. By contrast, an unfiltered sample developed a strong odor during the same period of time; its reaction changed from acid to alkaline (from pH 4.82 to pH 7.86) concomitant with a drop in urea nitrogen and an increase in ammonia nitrogen. The same authors proved also that the insoluble sediment of perspiration separated from the water-soluble phase does not give rise to perspiratory odor when inoculated with a culture of either *Staphylococcus albus* or the gram positive bacillus, previously found to be connected with the production of such odors. Only the coexistence of the insoluble and the liquid components of perspiration will give rise to odor development under the action of the typical bacterial flora.

CONTROL OF PERSPIRATION

Thus it appears that in an endeavor to control the objectionable aspects of perspiration one may wish to overcome its offensive odor, or to reduce the volume of locally excessive secretion, or both. Since odor is associated with bacterial activity, a suitable antiseptic may be counted upon to check the latter, and thus to eliminate the source of odor. If the problem is one of checking the flow of perspiration locally, a powerful astringent agent is required to effect a constriction of the openings of the sweat ducts, and so to reduce materially the output of the secretion.

Figure 4. The occurence, side by side, of the two types of sudoriferous glands in the skin section from the axillary region (after Kuno)

The skin portion which is most concerned from the point of view of the undesirable perspiration effects, is the underarm area. Here both the eccrine and the apocrine glands are present in abundance, mixing closely with each other. Anatomically, this is quite different from the palm and the sole which contain only eccrine glands. Figure 4 illustrates the occurrence, side by side, of the two types of sudoriferous glands in a skin section from the axillary region. The presence of organic matter in the apocrine secretion, and the impairment of ventilation in the axillary area (owing to its comparatively sheltered location as well as protection by clothing) contribute to stagnation of perspiration and to its microbial decomposition. Accordingly, the application of remedial measures is indicated particularly for this comparatively small area; occasionally antiperspirants are used also advantageously on the palms, and especially on the soles and between the toes where tissue maceration provides a source of organic matter which is subject to microbial decomposition under the favorable conditions of high humidity and of a comparatively low rate of ventilation.

Where the prevention of the offensive underarm odor is deemed sufficient, or where some local skin condition precludes the use of an astringent, the topical application at regular intervals of a mild antiseptic in a liquid, powder or cream vehicle will usually afford relief. Among such deodorizing agents are sodium perborate, zinc peroxide, formaldehyde, hexamethylenetetramine, oxyquinoline salts, benzoic acid, alkyl esters of parahydroxybenzoic acid, halogen phenol derivatives, also certain essential oils with anti-bacterial properties, etc. An illustrative formula of a liquid deodorant preparation, without perspiration inhibiting action, is as follows:

Alcohol	75.00	per cent
Water	21.95	
Cologne perfume	3.00	
Cetylpyridinium chloride	0.05	

A simple deodorant cream which tends to suppress

the odor of perspiration without checking its flow might be composed as follows:

Petrolatum, white	50.00 per cent
Mineral oil	20.00
Zinc oxide	20.00
Titanium dioxide	5.00
Benzoic acid	5.00

A deodorant in powdered form might show the following composition:

Zinc peroxide	20.00 per cent
Zinc stearate	10.00
Boric acid	10.00
Talc	60.00

By contrast, certain substances with strong astringent qualities actually inhibit the flow of perspiration. In addition they usually exercise also an anti-bacterial effect, probably owing to their low pH. While the mechanism of their anti-perspirant action has not been clarified experimentally in all its phases, it may be assumed that several steps are involved.

The "active ingredients" of perspiration inhibiting formulations are certain metal salts of which aluminum sulfate is an important representative. These metal salts react with the proteins of the skin causing the formation of metal albuminates; the acidity released in the course of this reaction probably contributes to the coagulating action of the aluminum salt. In addition to this, a topical effect may be involved which probably expresses itself in a superficial swelling in the area around the opening of the sweat duct, thereby causing a reduction of its lumen. All these temporary effects may be expected to bring about a decrease in the rate of perspiration flow.

The metal salts used most frequently in the formulation of perspiration inhibiting preparations are those of aluminum and zinc, either singly or in combination. Theoretically, salts of other metals could also be employed, were it not for their tendency to discoloration (as, e.g., in the case of ferric or silver salts), or for the risk of toxic action (as e.g., in the case of lead or mercuric salts). As to the anion portion, the sulfate, chloride and phenolsulfonate are represented most frequently, though the acetate, lactate, acetotartrate and others are encountered occasionally in technical and in patent literature.

Depending upon both the cation and the anion, the metal salts vary in regard to their astringent action. Over a period of years several methods have been proposed to estimate the degree of astringency. More recently Govett and de Navarre[22] suggested a procedure in which the capacity of precipitation of egg white is used as the criterion of astringent efficiency. According to the latter method, the salt solution under test is added to a dilute solution of egg albumen causing a precipitate to form; the quantity of the precipitate, its speed of formation, its appearance and persistence over a given time interval are the determinative factors involved. Poor antiperspirants show hardly any precipitate. In the following table the aluminum salts of a number of strong inorganic acids appear to be powerful coagulants, whereas those of certain organic acids are weaker in action:

Aluminum nitrate	++++
Aluminum chloride	++++
Aluminum chlorohydrate	++++
Aluminum sulfate	++++
Aluminum phensolsulfonate	++
Aluminum lactate	+
Aluminum citrate	+

Other more elaborate tests for astringency depend upon the capacity of the substances tested to reduce the extensibility of frogs' lungs,[23] the suppression of mucus secretion from frogs' skin,[24] the tanning of red blood corpuscles by astringents,[25] etc.

Astringent substances may be incorporated into liquid, cream and powdered preparations. Although they exercise an antiseptic effect *per se*, owing mostly to their low pH, they may be combined with certain true antiseptic agents for an enhanced anti-bacterial action. The following sample formulas are intended to illustrate the several types mentioned above; needless to say, the number of possible combinations of different suitable ingredients is practically unlimited.

A simple and effective liquid antiperspirant is prepared from the following formula:

Aluminum chloride	15.00 per cent
Propylene glycol	5.00
Water	80.00

A Cologne type of antiperspirant and antiseptic deodorant is composed as follows:

Alcohol	60.00 per cent
Propylene glycol	7.50
Aluminum chlorohydrate	10.00
Hexachlorodihydroxydiphenylmethane	.05
Cologne perfume	3.45
Water	19.00

A vanishing type of cream antiperspirant and deodorant answers this description.

Glyceryl monostearate (acid stable)	15.00 per cent
Glycerol	5.00
Spermaceti	5.00
Aluminum chlorohydrate	15.00
Water	60.00

An antiperspirant and deodorant powder may be compounded from the following formula:

Talc	78.00 per cent
Corn starch	10.00
Sodium aluminum sulfate	2.00
Salicylic acid	5.00
Boric acid	5.00

In perfuming all these preparations, considerable attention must be paid to the stability of the perfume in the highly acidic medium of this type of formulation.

With respect to the popularity of the several types of products mentioned, it is noteworthy that according to a six year market survey published in 1946, creams were bought by 85 per cent of all users of deodorants, liquids by 12 per cent and powders by 3 per cent.

PATENTED COMPOSITIONS

The most important pertinent patents usually specify some aluminum compound as the astringent, perspiration inhibiting active agent. They start with the premise that such astringent agents are possessed of two cardinal disadvantages: a) they either are skin irritants or they aggravate existing minor irritations, b) they have a destructive effect on fabrics which manifests itself either directly as progressive rotting, or more severely at higher temperatures, e.g., at those produced during the ironing process. Both these unfavorable qualities derive from the acidity which is generated through hydrolysis of the aluminum salts; this hydrolysis, in turn depends upon the fact that the astringent compound is a salt of a faintly alkaline (polyvalent) metal and of a strong acid. Higher temperatures render the factor of acidity even more significant, both because more acid is produced through an increased rate of hydrolysis, and because the acid becomes more destructive under these conditions. The several patents are concerned with controlling this acidity, and they were granted for means of effecting this control. While it is not the purpose of this presentation to deal exhaustively with the entire relevant patent literature, several examples will be given to illustrate the more important patented principles.

W. Kedzie Teller received a patent[26] for a composition comprising, as an ingredient, basic aluminum formate, said to counteract the corrosive action of the acidity of the astringent salts. The following formula supplies an example of the compositions covered by this patent:

Aluminum sulfate	8.0 per cent
Ammonium alum	5.0
Basic aluminum formate (solution)	35.0
Boric acid	3.0
Glycerylmonostearate (acid stable)	20.0
Petrolatum	2.5
Stearic acid	2.5
Water	24.0

Several patents were issued to J. B. Montenier. One of them[27] provides for the combination with aluminum chloride of certain inorganic compounds characterized broadly by the formula R-CO-N'R" in which R may be an alkyl, cycloalkyl, aralkyl, aryl and one of the corresponding oxy-radicals, while R' and R" can consist of hydrogen or alkyl, cycloalkyl, aralkyl or aryl groups. An illustrative example is furnished by the following formula:

Aluminum chloride	15.0 per cent
Acetamide	20.0
Water	65.0

A patent granted to J. H. Wallace and W. C. Hand[28] covers the use of aliphatic amides and aliphatic amino-acids having at least one intact, reactive amino group, as a means of rendering the astringent formula harmless to the skin and fabrics. The most important of the "protective" ingredients is carbamide (urea). A simple formula for a liquid antiperspirant falling under the purview of this patent would be as follows:

Aluminum chloride	15.0 per cent
Urea	80.0
Water	80.0

Insofar as the protection of fabrics at higher temperatures is concerned, it is likely that the capacity of carbamide to form ammonia under these conditions plays a role in the neutralization of acidity which might otherwise become destructive to the fabric.

E. G. Klarmann and L. W. Gates obtained a patent[29] which covers the employment of certain metal oxides and hydroxides (such as those of magnesium, zinc, aluminum, etc.) to reduce or to eliminate the deteriorating action upon fabrics of the astringent aluminum salts. The principle of this patent is embodied in the following sample formula of a cream antiperspirant:

Aluminum chloride	15.0 per cent
Magnesium oxide	2.5
Glycerylmonostearate (acid stable)	15.0
Spermaceti	3.0
Beeswax	2.0
Water	62.5

The buffering action of aluminum orthophosphates forms the basis of a patent granted to Richardson and Russell.[30] The reaction products of lactic acid with certain oxazolines (such as 2-octyl-4-hydroxymethyl-4-ethyl oxazoline) are claimed as corrosion inhibitors in yet another patent, issued to H. L. Wampner.[31]

N. R. Thompson[32] received a patent for a composition suitable for use in ointments or cosmetics derived from an aluminum hydrogel; one of the objects of his invention is a non-irritating astringent and deodorant of which the following formula is an example:

Alumina hydrogel (75 to 85 per cent water)	100.0 parts
Propylene glycol	25 to 60
Amyl phenol	0.5
Color, perfume	q.s.

It should be noted that in the case of the latter patent, the active agent is not an aluminum salt, as is the case in all the patents discussed previously.

ACTION ON FABRICS

The gradual or rapid destruction of textile fabrics by the "unmodified" astringent agents of anti-perspirant preparations, and the frequent reference to it as found in the several relevant patents should point up the importance of this matter in any consideration of perspiration control.

From extensive studies carried out with different antiperspirant products by R. R. Bien[33] it appears that whereas silk, wool and acetate rayon fabrics are resistant to such products, linen, cotton and viscose rayon are vulnerable; a maximum amount of damage is produced by ironing directly, i.e., without a preceding laundering, for reasons discussed in connection with the need for buffering the astringent salts. The practical angle of these facts derives from the observation that garments, and especially cotton and linen blouses or dresses often are subjected to pressing between launderings. Thus, if in the course of being worn, the garment picks up some of the antiperspirant cream from the axilla, and if it is then ironed without laundering, the acidity of the cream will have been activated to such an extent that an irreparable damage to the garment will result.

In order to obtain advance information as to the destructive effect on fabrics of antiperspirants and deodorants, a test procedure was evolved which provides for the exposure of a piece of cotton fabric to conditions approximately resembling those of actual wear, and for the determination of the loss of tensile strength which the fabric suffers as a result of such exposure. It was found that if this reduction is of the order of 20 per cent or less, only a negligible damage would be caused by the antiperspirant cream to the fabric under the condition of use; but if it was substantially more than 20 per cent, a serious damage could be anticipated as a result of ironing. While the original papers should be consulted for details of the testing procedure, it may be mentioned here that the several steps comprise application of the antiperspirant to the cotton fabric, maintenance in a humid atmosphere at 80 deg. F for 24 hours, pressing with an electric ironer (at 275 deg. to 295 deg. F), conditioning in a humid atmosphere for 3 hours and testing in a motor driven tensile strength apparatus. The comparison is made with an untreated control sample which, however, has undergone the same phases of exposure to humidity and ironing, as the test sample. The percentage loss of tensile strength is calculated as an average of twenty-five individual "breaks."

The acidity of the antiperspirant under test (as expressed by its pH) is an extremely important factor, which does not, however, of itself determine the product's safety to fabrics. Of two antiperspirant creams with the same pH at room temperature, one may affect the tensile strength at ironing temperatures to a much greater extent than another, depending upon the behavior of the corrosion inhibiting ingredient under those conditions, i.e., its capacity to neutralize the acidity to a point below the corrosive range. Incidentally, if the preparation shows a pH under 2.5, it is quite likely to cause fabric destruction regardless of the presence of any ingredient expected to act as a corrosion inhibitor. At the same time it should not be forgotten that a too far reaching neutralization may deprive the product of its astringent quality altogether, thereby rendering it practically useless for its intended purpose.

The action of perspiration on dyed cotton fabrics is the subject of a paper by F. Jordinson.[34] Working with "synthetic" approximations of both "acid" and "alkaline" perspiration, this author finds that colors vary considerably in their resistance to perspiration moisture. Among the direct colors, some of the newer ones show acceptable fastness while many of the older and simpler ones are moderately satisfactory or entirely unsatisfactory in this regard; in certain instances, sensitiveness to acidity or alkalinity is involved in the tendency to bleeding. Basic colors dyed on a tannic acid or synthetic tannin mordant are not at all reliable, while sulfur colors are satisfactory with regard to freedom from bleeding though subject to a slight alteration in tone when in contact with perspiration. Vat dyes, both indigoid and anthraquinone, are virtually unaffected; the same is true of azoic and mordant colors.

MEASUREMENT OF ODOR INHIBITION

A method of ascertaining the comparative effectiveness of deodorants in achieving an inhibition of the odor of perspiration was described by T. A. Jackson, E. A. Jerome and N. Schoenfeld.[35] Perspiration was produced by vigorous exercise on a stationary bicycle and collected in small gauze pads tied under each arm; one-half hour before starting the bicycle operation the test subject was treated with the deodorant under one arm only. To judge the results, Elsberg's and Levy's[36] "stream injection" method was used; the modified olfactometer assembly is shown in Figure 5. A mild current of pure, odorless air (2500 cubic centimeter per minute) was caused to run into the sample bottles holding the pads and thence into the nasal piece inserted in the judge's nostril. If no deodorant had been applied the judge could perceive the odor in one-half to three seconds; if the odor was weak, because of the inhibitory action of the deodorant, the reaction time was greater. The index of efficiency is the difference between the reaction time for the test sample, and the reaction time for the control; this value is referred to as a "delay score" in Table 2, on the following page, illustrative of the results obtained with two deodorant creams, A and B, where the over-all "total delay" score for cream A is 6001 as compared with 4050 for cream B, indicating a difference in favor of cream A of 48 per cent.

"PROTECTIVE" EFFECTS OF PERSPIRATION

For the sake of completeness, it should be mentioned in passing, that the perspiration, besides its highly important function in the temperature regulation of the human body, is not without other positive attributes. A. Marchionini and collaborators[37] demonstrated some years ago that the normal human skin develops an "acid mantle" which aids in its protection against invasion by pathogenic bacteria and fungi. The significance of the acidity of normal sweat in this picture was stressed by several investigators.[38, 39] In the more recent past a num-

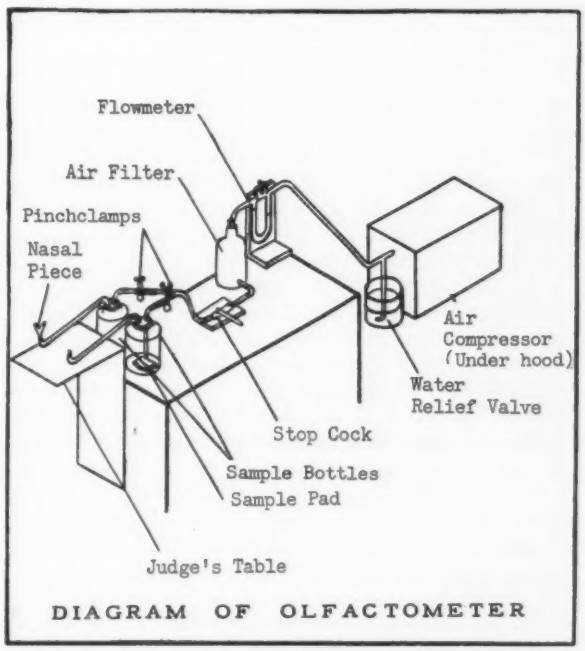

Figure 5. The modified olfactometer assembly

Table 2

Showing All the "Delay Scores" for One Judge. (Scores are in terms of one tenth seconds)

		Ex1*	Ex2	Ex3	Ex4	Ex5	Ex6	Ex7	Ex8	Ex9	Ex10	A sums	B sums
1st day	A†	161	241	198	190	196	197	187	216	230	197	2013	
	B	139	143	112	152	146	118	114	85	146	41		1196
2nd day	A	168	206	137	201	121	198	217	140	262	255	1905	
	B	127	198	139	216	139	151	155	150	120	134		1529
3rd day	A	272	235	187	180	166	232	204	173	227	207	2083	
	B	94	117	196	127	121	148	122	131	137	132		1325
A sums		601	682	522	571	483	627	608	529	719	659	6001	
B sums		360	458	447	495	406	417	391	366	403	307		4050
A & B sums		961	1140	969	1066	889	1044	999	895	1122	966	10051	

* Ex1, Ex2, etc., refer to the different exercisers.
† "A" & "B" refer to the two deodorant creams used.

ber of papers appeared dealing with the role of sweat or of its fatty acid components, as antifungal and antibacterial agents in the natural prevention of skin infections; other papers refer to the usefulness of certain aliphatic acids, of the type occurring in perspiration, in the treatment of fungus infections of the skin. Reference is made here briefly to the fundamental work of S. M. Peck,[40] E. L. Keeney,[41] M. B. Sulzberger[42] and their respective coworkers, as well as to that of other contributors[43] upon whose findings is based the new approach to the therapy of dermatomycoses by means of the salts of the individual aliphatic acids, or of some of their combinations.

LABELING OF ANTIPERSPIRANTS AND DEODORANTS

Certain provisions of the Federal Food, Drug and Cosmetic Act apply to the labeling of those preparations for which claims are made as to their antiseptic or antiperspirant action. In either such case, from the point of view of this statute, the preparation ceases to be a cosmetic and becomes a drug. If it is claimed to be an antiseptic it falls under the provisions of those portions of the statute and of the relevant regulations which govern the applicability of the designation "antiseptic" on the strength of its antibacterial performance; if it is claimed to be capable of reducing the flow of perspiration it becomes a drug because in so doing it affects a bodily function and hence falls under the definition of a "drug" as given by this Act. As a drug, the package must bear a statement upon its labeling (i.e., label and carton) of its active ingredient, among the other declarations required. Only those substances for which no other claim is made except that of a capacity of neutralizing or eliminating odors on the skin surface, may be properly regarded and handled as cosmetics.

As to the claims for the practical efficacy of the preparation of the type under discussion, the following comments may be pertinent. When used as directed, and with adequate frequency, all properly compounded deodorant formulations may be expected to "stop" temporarily the odor of normal perspiration by inhibiting bacterial activity which, as has been mentioned before, is the primary cause of perspiratory odors.

On the other hand, it is hardly feasible to "stop" completely the flow of perspiration, e.g., in the axillary area, by means of astringents, without risking undesirable collateral effects. The antiperspirant preparations found on the market are capable of reducing the rate of perspiration locally to a degree which varies considerably with the formulation employed, and with the individual user in the case of any given type of product. Accordingly, it is more correct to speak of "checking," "reducing," "inhibiting," etc. perspiration by means of such preparations than of "stopping" it.

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Readers Digest Reprints Perfumer

Readers Digest has reprinted "Why We Brush Our Teeth," by Don Wharton. The article, originally appearing in the May issue of *The American Perfumer*, covered the history of dentifrices in this country, the volume of business, some of the old and newer names in the field, and merchandising and advertising techniques. The reprint appeared in *Readers Digest* the following month.

JEAN MOWAT

Cosmetic Trends in the Mid-West

HOT weather is already saving the quotas of many stores, drug emporiums and specality shops that carry perfumes, colognes and friction lotions. The latter began to interest a few women previous to the war then vanished from the shops as did many other items.

Last year friction lotions were again featured but not given promotions, featured in display and advertising to stress the coolness and refreshment these offer. None of the younger women, and very few in business know anything of this idea which has long been important in Europe where it was originated many years ago.

SELL FRICTIONS FOR FRESHNESS

The delicate fragrance of a friction lotion is both a delight to the wearer and to any who come near her. Yet one must ask for this, by brand name, and perhaps the clerk will recognize it and sell the product. Duluth is one of the cooler summer spots in the country, yet is the first city of any importance to feature a friction for its body refreshing qualities.

Glass Block used the first warm days to feature such a lotion at $1, plus tax and it sold well. Certainly there was a reason: The customer was told it was "frosty fresh . . . fragrant as a summer's night" . . . used after bathing, before dates or bedtime it is a "new idea" widely talked about. And a mail order coupon made it possible for hundreds of orders to be placed at this price of $1.28 for the cost of the package and tax. Dayton's, Minneapolis, featured Carnegie's "Zephyr-cool" in much the same manner at $2.

During the hot days cleanliness can easily be next to Godliness if companionship is desirable. From the response to sales in Minneapolis, (Donaldson's), and Chicago (The Fair) it would seem that dirt is being washed away. Excellent displays in which hundreds of boxes of soaps were shown on counters did much to increase the sale through traffic that stopped to purchase. There was considerable demand for fine toilet soap and as travelers to Europe must take their own soap some of the sales of small cakes were credited to this.

NEW DEODORANT VANISHES

Hardly a day passes but a new deodorant is announced. Too many of them are returned to the department or tossed out because they are (1) difficult to apply when dressing quickly and (2) greasy enough to soil clothes. Now every maker will assert that these faults do not belong to his product. But the career-housewife has to use a deodorant that is quick, effective and permits her to dress in a split second—so it seems. A test has been made in the Chicago area of a type that is based on the old idea of a vanishing cream. The application of this takes but a moment, and immediately after shaving there is no discomfort. When released it will probably be to drug stores where major sales of this type are made, and where it will have repeat sales. Stores that might carry it had enough samples given them to test the deodorant with their own customers and receive their report before placing an order. It is unscented. The only complaint from the point of travel is weight—six ounces. Not much on the surface but added to other jars and luggage 40-pounds per person on air travel is little enough.

Any manufacturer who finds his cologne or perfumes sales (1) slipping or (2) increasing may find that it is due to retail customers switching from one brand to another because they hunt for satisfaction and a fragrance that lasts. Sealing bottles for air travel is a new demand. Yet the success engineers of packaging enjoy ought to make this an interesting problem to overcome. A cork, factory sealed, with a screw top is not enough . . . as your reporter can testify.

Only occasionally does a complaint come back to the department because women decide they bought the wrong brand, so switch to another, and still another as the fragrance vanishes into thin air—and that's no pun —it is a fact which all the airline executives recognize. "Until the makers seal bottles, or preferably make a bottle for air travel exclusively, that has been tested to retain and keep fresh the fragrance," said a United official, "fragrances will vanish. It cannot be helped. Pressurized cabins help to retain some fragrance but the makers must give women a container that will insure double sealing—much superior to anything offered today."

SELLING SUNTAN LOTIONS PSYCHOLOGICALLY

Last January when the Middle West had a siege of zero weather advertising was directed to lotions for the skin. Marshall Field & Co., Chicago, played a dramatic role and because of its window display, seen through cutting snow-ice and blustering winds, sold more suntan creams, lotions and oils than last month! The contrast and suggestion of hot summer was too much for the average woman to resist and an announcement brought in orders from dozens of states for even then women were thinking of summer and some were planning an early vacation. Suntan lotions sell all year in the Middle West due to the extensive traveling to summer climes, and leg lotions sell also for the same reason.

Current advertising for spot sale makes much more

than just a tan-appeal for sun-tan oil, lotion, cream are offered and often this is featured as a "Cabana" trio. Duet sales of cream and oil are popular. Most of the larger cities where organdie and swiss frocks are now worn are not giving much attention to either sun tanning preparations or to leg lotions. Normal sales are expected but so far sunning in parks, play-yards, roof-tops, or beaches is infrequent due to cool damp weather, alternated with blistering heat.

LEG LOTIONS SLOW

By this time in 1944 most stores were out of leg lotion. Today few of them expect to do much sale on this, but it will be equal to the summers of 1939-40 unless it goes into the 100-plus degree for more than a day. In ten major cities, featuring and highlighting summer cosmetics, leg lotion was not mentioned. It is not seen in windows and all window mannequins have on sheer nylons which in many instances, as on the street, make the average leg look dirty all over. Perhaps the leg lotion people cannot match the gray-green-blue-smoke effects—altho we doubt it—but are smart enough to stay with the bronze effect which really takes many hours to acquire and which is one of the "tints" that sells.

Five leading stores are devoting both window, department and advertising space to featured units in the same fragrance. These include bath oil, perfume, toilet water and dusting powder in Lily of the Valley fragrance at The Dayton Co., Minneapolis. Carson Pirie Scott & Co., Chicago, unitize cologne, dusting powder, perfume, soap, bath oil and deodorant in Blue Grass; Block's, Indianapolis suggest for a unit sale Talc, dusting powder, sachet powder (there is a growing demand for this) face powder, toilet water with atomizer and perfume. The Golden Rule, St. Paul, suggested to its trade that "Dad" would like units and combined smart packages of after-shave lotion, bowl and cologne, or after-shave lotions and men's powder or as an alternative a shave lotion and talc and a fourth was a travel set of lotion, talc and cream in a case. Field's suggested "voyagettes" with three cologne fragrances as idea for gifting or travel. "Travel Pac" of two fragrances was another item suggested for summer.

TWO-IN-ONE'S SELLING

Women love a bargain and the new lipstick with two colors in the same stick has had a fad appeal. It may well be indicative of a new trend and is an idea to watch. So is the long lipstick which is having some difficulty in staying in place in the present type of bag. Designers of both ought to get together for high style. In all the conversation and chatter about lipsticks there are much space and time devoted to the container. Its beauty, its compactness—whether long or short—and its general smart appearance are used as inducements to purchase.

Repeat sales on pink has not been strong. Beauty salons report that women will not accept a pink nail polish; buyers report the same is true and often an exchange is made for a darker shade; popular priced stores find that pink is hard to sell in either cheek or lip rouge. Style houses report sales "just fair."

The repeat business on home permanents is building new quotas for all popular priced stores. Where there is a hair department that sells not only shampoos, but salves, tonics, and rinses there is excellent movement on these when sold either alone or in conjunction with a home permanent. There is also a growing demand for henna by the five-pound tin, and for hair dyes of all types for home use.

The average women in ten major cities does not use a foundation or base on which to apply rouge and powder. The result is a dried and withered skin, especially noticeable when the sun is strong. Foundations, report several sales people in that many cities, sell when the idea is suggested, explained and a demonstration given. Perhaps some national ads on their importance might help. There is such a variety, from a paste, cream, or lotion to a heavy liquid that more sales attention is needed if only to help women preserve their complexion. Demonstrators can do it and the same can be done if selling classes are held. This is important for all stores today because customers are extremely cautious and choosy in spending cosmetic money. They do not expect the tax to be removed and so purchase only what is an immediate need.

There was one successful sale on foundation base by Stevens, Chicago, for it had the novelty of being blended to match hair, eyes, skintones and give the correct tint.

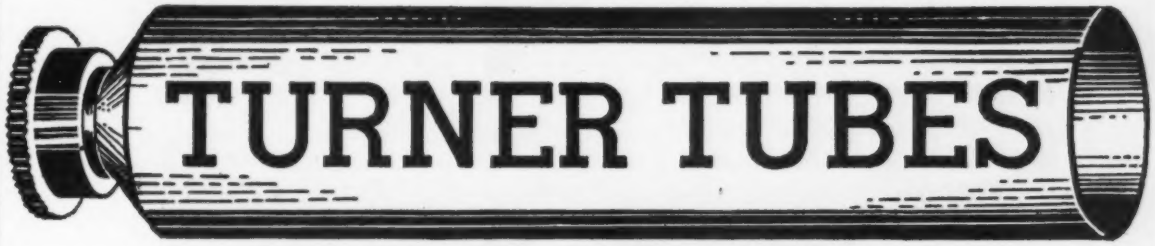
Two-for-one sales continue and John Byrne, Omaha, feature Mary Dunhill in a "2 for 1." Three ounce, two initial cologne $2.10 "plus another of the same price in your choice without charge!" Perfumes in one ounce were $12 but a second bottle could be had at the same price. The full range of fragrances was offered at this price.

HOLIDAY NOTE

Buyers will be in market the first of August to select Christmas merchandise which will be on sale and display well before that holiday arrives. "We hope the air conditioned places won't be too frosty," was the comment of several buyers who have been in icy showrooms. "Seems they want us to feel cold and so inspired to buy correctly," added a St. Louis buyer.

"Do you have to keep on selling your hand-lotion all night?"

More than 50 years experience in serving some of the largest tube users has proven this fact: When tubes stand up well under "use man handling" in customers hands . . . you know the quality is right . . . and quality tubes help build repeat business:



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Keiffer & Son
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Packaging Portfolio

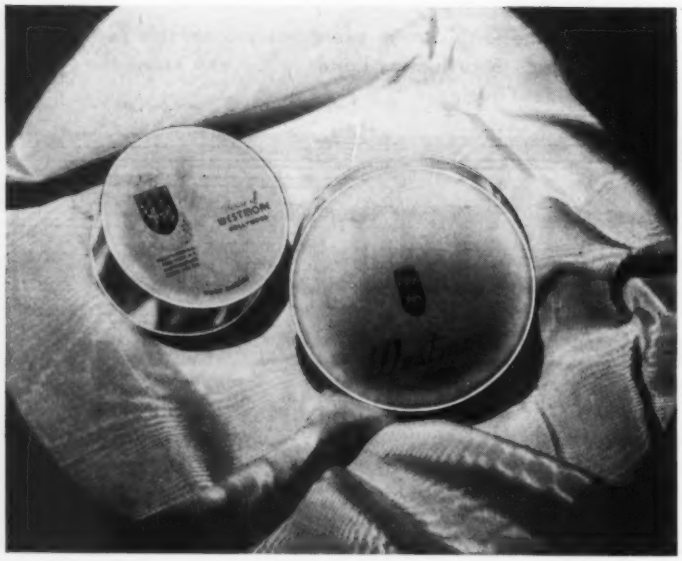
RICHARD HUDNUT

RICHARD HUDNUT: Richard Hudnut has packaged DuBarry Cologne in a new and different gift wrap. The design was inspired by the motion film, "The Emperor Waltz." The little dogs, the phonograph and the music are black and blue painted on pink paper.

HOUSE OF WESTMORE: A change in the packaging of their face powder has been made by The House of Westmore. A flat, round box is printed in overall aqua, with the trade mark and edging in gold. The name is printed in rich burgundy.

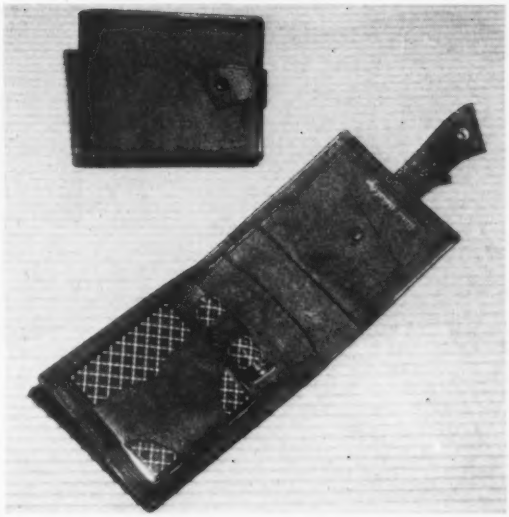
SCHIAPARELLI: Schiaparelli's Shock-in-a-Box is a new presentation by Schiaparelli. The Shocking pink box with a gilt lined cover fastened with a clasp holds a perfume bottle standing in a frill of lace, which pops up with lifting the lid.

HOUSE OF WESTMORE



SCHIAPARELLI

HARRIET HUBBARD AYER



HARRIET HUBBARD AYER: Harriet Hubbard Ayer has presented the "Hold Everything" cosmetic wallet. Made of imported Morocco leather the wallet comes in bright red, shining green and black. It holds the new golden plaid compact and lipstick and roomy pockets for the usual contents of a wallet.

UNIVERSAL: Universal Laboratories introduce a new product in its "Beauty in the Morning." Prepared in hard cake form, it is used as a skin cleanser. The cake comes in a yellow box imprinted in gold.

LENTHERIC

LENTHERIC: Recently introduced by Lentheric is the new Guest Soap package. The cylindrical box is wrapped in luminous lavender. A printed bow in white gives a gift appearance.

FABERGE: Faberge packages a bottle of Woodhue cologne topped with a walnut cap along with a purse dispenser perfume in matching scent. The perfume has a gold-plated applicator and a leather purse pouch. The "Fabergette Perfume Ensemble" comes in a beige and brown gift box.

UNIVERSAL

FABERGE

FLAVORS

Flavor Acceptance

MORRIS B. JACOBS, Ph.D*

THE investment of capital in a food of untried flavor is a risk which can be evaluated better by an adequate appraisal of the acceptability of that flavor. Experience has shown that in the long run, maintenance and enhancement of flavor pays in increased profits through greater acceptability of a product, for it is a fact that the acceptance of any given food by the public can be correlated with the acceptance of its flavor.

FOOD FLAVOR PROBLEM

The shortage of food throughout the world has made the problem of food supply of world wide interest. It is noteworthy that along with this interest in the general food problem, there has been a marked growth of interest in the food flavor problem as well. One of the stimuli in this this direction has been the work of the Quartermaster Corps in its effort to provide food, during the past war and in the present wide distribution of our armed forces, that could maintain its flavor and its acceptability in all climates and temperatures and under many varied conditions.

This interest has been demonstrated in our country by the number of papers which have been presented on this and allied topics at recent meetings. Thus several papers were presented at the April 1947 meeting of the American Chemical Society in Chicago. This topic was discussed at the May meeting of the Flavoring Extract Manufacturers Association held in New York. At the June meeting of the Institute of Food Technologists a symposium was held on food acceptance testing in which six papers were presented. Actually there were additional papers in which related flavor topics were treated. Again and again in this symposium the flavor acceptability of foods was stressed as a major criterion of their general acceptance.

* Professor of Chemical Engineering, Polytechnic Institute of Brooklyn.

Many attempts have been made to place flavor appraisal on an objective basis so that a quantitative estimate could be made of a flavor grade or quality. While some advance has been made in this direction, virtually all flavor appraisal really has a subjective basis since an estimate of the reaction of an individual to a given flavor is being made.

The preference of a person for a given food item is the resultant of many factors, among which we might mention, physiological response, personal idiosyncrasy, habitual usage, geographical and regional factors, age, and taboos and religious codes. Each of these factors plays a role in flavor appraisal.

Personal Idiosyncrasy. It is needless to dwell on the factor of personal idiosyncrasy for certain taste preferences not only in flavor and food but in clothing, books, and for that matter almost anything are wholly unaccountable.

Habitual Usage. Habitual usage of a given item often makes a flavor acceptable. The old adage of having to eat 9 olives or a certain number of Brussels sprouts before one gets accustomed to the taste of these items are cases in point. Through continued use we become accustomed to many foods and find a flavor once rejected as undesirable fully acceptable and even desirable after habit formation. Thus as long as the chlorine concentration in potable water is not too high, most people do not object to chlorinated water after a period of indoctrination.

Geographical Factors. Geographical and regional factors are very important. It is a commonplace that in every country there are "national" dishes and foods. Many illustrations will occur to the reader. It is less well known that there are marked regional differences. In the New York area, for many years, only white shell eggs were deemed acceptable, whereas in the Boston area a proper egg had a brown shell. Butter in the South has to have a deep yellow shade to be deemed adequate, while in the North a lighter yellow color is desirable. Yellow

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cornmeal is the type preferred in the North while white cornmeal is the preference of the South. These color preferences are reflected in flavor preferences. Many other instances of such flavor and color preference can be cited.

Age. Age is a factor which must also be considered in the appraisal of certain flavors. Milk is generally preferred by the youth of our country to many other beverages. This is attributable not only to habitual usage but also to effective promotion. Despite a preference for milk in their youth many persons, as they grow older, generally tend to use less milk. There may be a definite age flavor preference exhibited here.

Codes and Taboos. The codes of those who observe the Hebrew, Mohammedan, Hindu, and other faiths contain certain prohibitions which have a marked influence on the acceptability of certain foods and undoubtedly the flavor perception of such peoples is modified by a conscious, or perhaps a subconscious attempt to adhere closely to the rules of the code.

Physiological Response. Physiological response is very likely the most important factor in flavor acceptance. There are, it is commonly agreed, four fundamental tastes, namely, salty, sweet, bitter, and sour (acid). Some authorities postulate, in addition, such fundamental tastes as the taste of pungency attributable to components present in pepper, ginger, and the like and the "meaty" taste which can be enhanced by sodium glutamate and analogous materials. Auxiliary tastes like the metallic and the astringent are also postulated.

Flavor is, however, a much more complex sensation for it is influenced not only the fundamental tastes and the many odors but also by sensations such as those of touch or feeling, temperature difference as hot or cold, and kinesthetic sensations, that is, the sense of muscular effort as in the case of chewing candy or gum.

Just as there are marked differences in the taste perception of individuals, so there are even more marked differences in flavor perception because it is a more complex sensation.

APPRAISAL METHODS

It is customary to consider the work of professional tasters, sometimes called graders, testers, or scorers (although in reality many of them are actually appraising flavor value) as objective as opposed to that of the layman or general consumer as subjective because the former has been trained to overcome or at least to make allowance for the factors mentioned above in their testing. The layman, on the other hand, is guided solely by his likes and dislikes and the flavor of a food makes a marked difference to him on a subjective basis alone.

Some experts such as tea tasters, and coffee cuppers and whiskey tasters have adjusted their testing so that they are able to interpret in large measure what the public desires. But often even experts under specialized conditions can fail in judgment. A well-known trick of this type used in psychology experiments and on experts is to submit a number of samples of exactly the same material, beverage, or product to the expert and ask him to differentiate between the samples. Almost all tasters will indicate differences, some being totally at variance with one another.

Often, however, there is little need for precise differentiation. The difference in flavor value of various specimens of a product may be so great that no difficulty will be encountered in their differentiation.

How can one, then, in view of such psychological and physiological factors arrive at an objective appraisal of flavor acceptance? There are probably four methods that one can use. These are first chemical and physical evaluation; second, individual expert appraisal; third, panel appraisal; and fourth, consumer preference tests.

There are instances where chemical and physical methods of appraisal are applicable. We can cite a few to make this point clear. In testing alcoholic beverages, it has been shown that there is a good degree of correlation between the values of certain "constants" such as volatile acids, esters, etc., etc. and the flavor of the given beverage. Reduction values obtained by the chemical analysis of vinegars is indicative of their source and often of their flavor. As another example, it has been shown that peas can be tested physically for succulence by a puncturing device. Less succulent peas are more difficult to puncture. Chemical methods are available for testing the maturity of oranges. Physical and chemical testing methods are undoubtedly the most objective methods available.

Individual appraisal is at times adequate. Some instances have been mentioned above. The use of such experts for the organoleptic testing of such products as nuts, dates, figs, olives, butter, tea, coffee, and many

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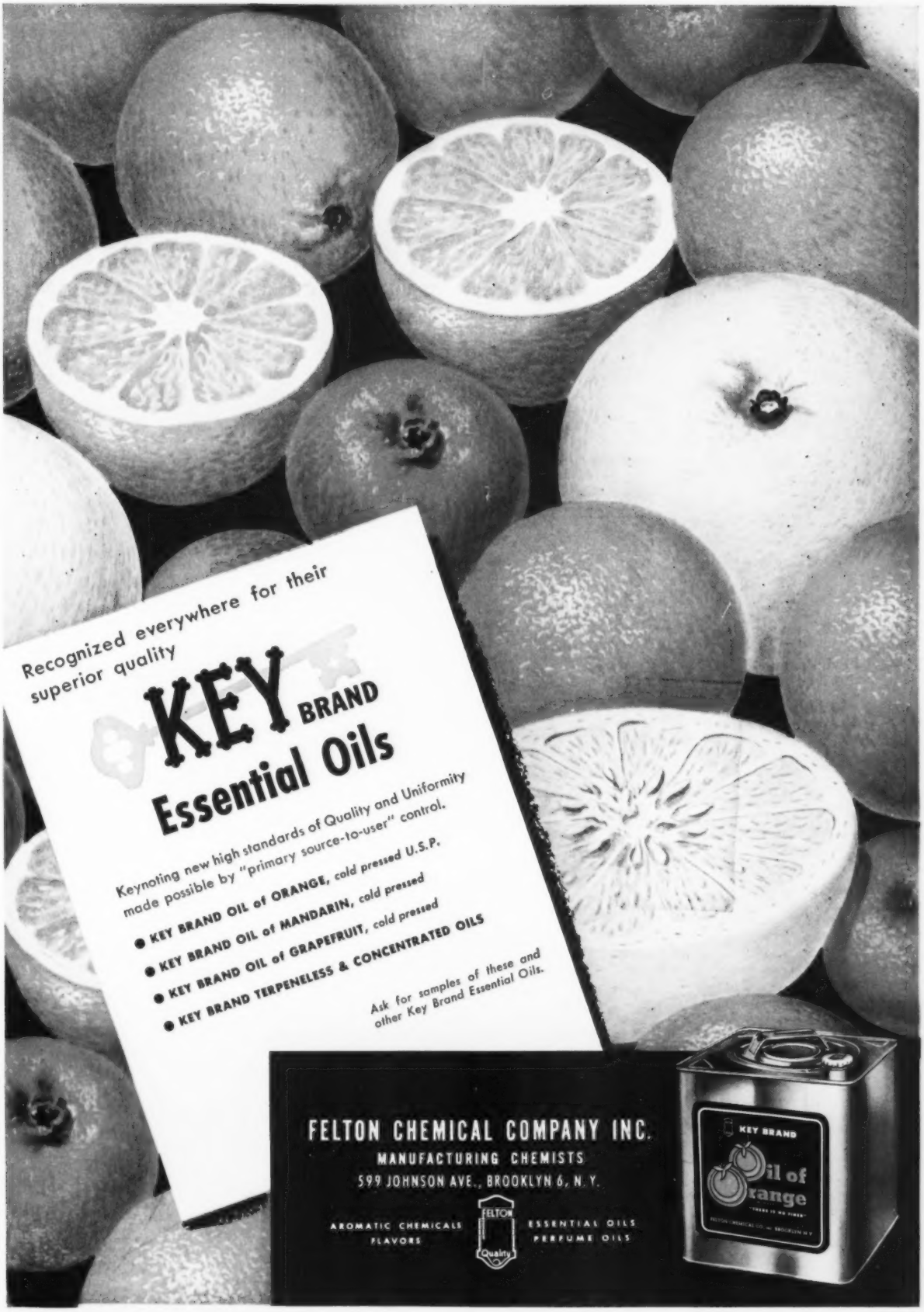
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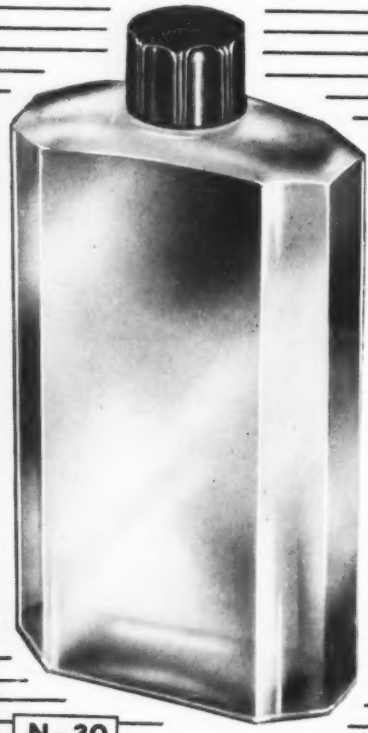

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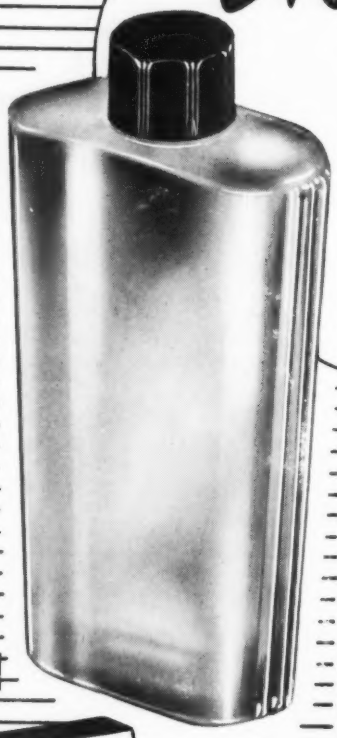

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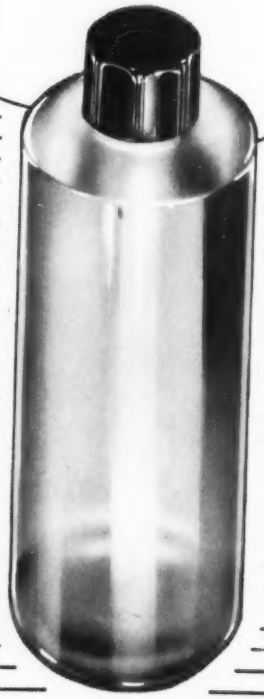

L-33

C-39

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Shown here are four of the many stock bottles available for quick delivery in popular sizes ranging from 1/8 ounce to 16 ounces.

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other products has been well standardized so that objectivity is obtained. A high degree of correlation with consumer acceptability has been achieved.

The use of panels for estimating the flavor acceptance of products is gaining in favor. Generally from six to ten persons comprise a panel and their scores on flavor testing provide the means of obtaining averages and deviations from such averages. By this means a certain amount of objectivity is obtained.

CONSUMER TESTS

In the last analysis probably the surest test of consumer acceptance is to make a test with consumers. However, it is essential in making such consumer surveys to bear certain precautions in mind. These have been classified by Morse as first, an accurate description of the consumer group from whom it is desired to obtain an opinion; second, a specific purpose in the survey; third, a proper sample of the population to be surveyed; and fourth, an adequate technique for obtaining the information desired.

The actual methods utilized for flavor appraisal will be described more fully in a forthcoming article.

Flavored Notes

The symposium on Food Acceptance Testing held by the Institute of Food Technologists at their meeting in Philadelphia was well conducted by Virgil O. Wodicka. Katheryn E. Langwill, Professor of Nutrition, Drexel Institute, presented a paper on taste perception and taste preferences of the consumer. Franz R. Goetzl, Permanente Foundation spoke on studies in human appetite and the significance of olfactory acuity for food acceptability. J. C. Hening of Cornell described the operation of a routine testing group in a small laboratory. Helen Hauson, Western Regional Research Laboratory discussed the subjective estimation of palatability differences in foods by laboratory panels. R. L. Morse of Florida State University discussed the criteria for a consumer acceptance survey and R. P. Plank of the University of Texas described a rational method of grading food quality.

* * *

The role of sodium glutamate as a food flavor improver was discussed by M. J. Blish of the Amino Division, International Minerals & Chemical Corp. He stressed the idea that sodium glutamate was useful in improving the flavor and palatability of many prepared foods and did not only contribute a meaty flavor.

* * *

In addition L. C. Cartwright and R. Nanz of Foster D. Snell, Inc. gave a paper on the comparative evaluation of spices which included a description panel testing.

* * *

The generalized effect of sodium glutamate in the enhancement of the flavor of vegetables when it was used for seasoning was discussed by E. C. Crocker and L. B. Sjostrom of A. D. Little, Inc.

* * *

The Terpenes by J. L. Simonsen, Cambridge University Press, is a comprehensive work on the simpler acyclic and monocyclic terpenes and their derivatives.—*M. B. J.*

Pepper Production

The production of the 1948 pepper crop of French Indochina is estimated at approximately 1,000 metric tons. Exports of black and white pepper for the first 10 months of 1947 totaled 1,327 metric tons. All pepper exports go to France. Pepper stocks in October 1947, were estimated at between 500 and 1,000 metric tons.

New Flavor Concentrates

A line of flavor concentrates new to the industry has been announced by Charles C. Bryan, managing director of Firmenich & Co., New York, N.Y. They are stated to have odor and flavor characteristics which have not been before achieved. The group is of extremely high refinement and concentration.

Cocoa Report

The present world output of cocoa beans is reported to be 20 per cent below pre-war volume. The diseases which affect the West Africa areas may have gone beyond control.

A party of the cocoa group of the International Emergency Food Committee met in London last month to discuss allocation of cocoa.

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SOAPS

Sequestering Agents ...

Their use in Liquid Soap Products

H. W. ZUSSMAN*

A SEQUESTERING agent may be defined loosely as a water-soluble ion exchange system. The term was first used by R. E. Hall with reference to sodium hexametaphosphate, or Calgon. This material and sequestering agents generally are capable of converting divalent and trivalent ions—calcium, magnesium, iron, etc.—to a deionized but water-soluble form.

For example, consider a solution of a soluble calcium salt. Add to it any calcium precipitant—oxalate, soap, carbonate, phosphate—and an insoluble calcium compound will come out of solution. If sodium hexametaphosphate is added to the calcium solution prior to the precipitating agent, no precipitate will come down; if the hexametaphosphate is added afterward, the precipitate will dissolve.

Sodium tetraphosphate and sodium tripolyphosphate behave in a similar way. In short, the polyphosphates react with calcium ions, to all intents and purposes removing them effectively from solution and rendering them unavailable for chemical reaction.

A NEW SEQUESTERING AGENT

We would like to call to your attention a different type of sequestering agent which appears to be particularly well suited to the special requirements of the liquid soap manufacturer and formulator: Sequestrene A, a polyamino carboxylic acid salt. This product is marketed as a straw-colored solution (density 1.21) containing about 34 per cent solids.

Sequestrene A is not particularly surface active. A 1 per cent solution of the active ingredient in water has a surface tension of 51 dynes/cm., but this does not compare with the reductions in surface tension attained with much lower concentrations of soaps or the commercial wetting agents. Sequestrene A does not possess the colloidal properties of the higher polyphosphates. In contrast with hexametaphosphate, it does not thin out starches and clays. Its dispersing and deflocculating action are slight. Being non-colloidal, it does not—as do the polyphosphates—precipitate quaternary ammonium compounds, below pH 9-9.5 at any rate. It does not precipitate proteins. Sequestrene A is a strongly alkaline solution as supplied, about pH 11.8. It should, therefore, be handled with the caution customarily due alkaline reagents.

Coming now to the sequestering properties of the product, a number of methods have been explored. One method described by Ralph Hart (*American Dyestuff Reporter*, 23:646) consists of titrating a given weight of sequestrant with a soluble calcium salt in the presence of soap as an indicator. A given turbidity, usually one sufficient to make newsprint illegible when viewed through a layer of the liquid, is used as an endpoint. This method has not been found to be entirely satisfactory for Sequestrene A.

Accordingly, we have used sodium oxalate as an indicator. This reagent is sensitive to extremely small amounts of calcium and gives readily duplicated results. Unlike soap, sodium oxalate is soluble at acid pH's, and calcium oxalate is insoluble over a wide pH range. At alkaline pH's we get very good agreement with the soap indicator method. Specifically, 2.0 cc. of 2 per cent sodium oxalate is added to 20.0 cc. of 10 per cent Sequestrene A (volume/volume), and 1 per cent calcium (as calcium acetate) is added dropwise until the first appearance of permanent turbidity.

Above pH 8, 100 cc. of Sequestrene A will take up a little over three grams of calcium. Below pH 7, the efficiency of the product falls rapidly. At pH 5, efficiency is down 50 per cent, and at pH 2, the product is totally ineffective. Fortunately, the pH range in which Sequestrene A is most effective includes the pH range of soap products.

* Alrose Chemical Co.

Reprinted from a paper presented at the January 27, 1948 meeting of the Potash Soap Assn. (since changed to Soap and Detergent Manufacturers' Assn.).

Meadow Bouquet

As fresh as the radiant raindrop nestled in the cool beckoning flower... one of Nature's loveliest odors... from the imprisoned beauty of the flower itself.

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The effect of concentration of Sequestrene A on its calcium sequestering ability has also been checked. Strangely enough, the products appears to become more efficient as the dilution increases. The increase in efficiency, however, has been traced to a supersaturating effect. On sufficiently long standing, calcium oxalate will precipitate from the dilute solution.

The properties of Sequestrene A with reference to magnesium and lead, both divalent ions, has been investigated. Whereas 100 cc. of the product will neutralize 3.1 grams of calcium ions, it will sequester only 1.9 grams of magnesium, but 18.0 grams of lead. These quantities are in proportion to the atomic weights of the elements. In other words, the heavier the ion, the more efficient is Sequestrene A, on a weight basis. Barium; strontium and copper behave in the expected way.

STABILITY

Very important to the manufacturer of a consumer product like soap is the stability of any adjuvant. The polyphosphates, otherwise very good sequestrants, are unfortunately not sufficiently stable for use in liquid soaps which must meet shelf life specifications. Sodium hexametaphosphate, for example, reverts to acid sodium phosphate which is ineffective as a water softener. The breakdown of hexametaphosphate is accelerated in the presence of calcium, alkali and, particularly, at elevated temperatures. A dilute solution will revert 33 per cent at the boil in five hours. Sequestrene A is perfectly stable under comparable conditions. Samples stored in glass over a year have shown no drop in calcium sequestering action. It is, however, sensitive to oxidizing agents. In strong alkali, there is breakdown of the product as evidenced by evolution of ammonia. The dry product is stable at ordinary temperatures, but above 120 deg. C. tends to decarboxylate.

The usefulness of Sequestrene A in counteracting the ill effects on soap of calcium and magnesium, iron, copper, nickel, magnesium and other metal ions, must be fairly evident. It might be noted that the fatty acid salts of these alkali earths and heavy metals are, in their own right and in the right place, very valuable and important commercial products. To the soaper they are a source of continuous annoyance.

Charles R. Squires

Charles R. Squires, superintendent of the Cowles Detergent Co., Mottville, N.Y., died recently in Auburn, N.Y. His wife and daughter survive.

New Tallow Plant

A new industry for the manufacture of tallow and crackle will be started near Sprague ville, N.Y. in the near future. The company will be known as St. Lawrence Soap Products, Inc., and will be operated by K. Haines and B. Olsen. Necessary machinery and other equipment have been installed in a plant which was formerly used for the manufacture of fancy cheeses by Netherlands Dairy Products. Operations will be conducted on two floors.

American Potash Ups Output

Production and sales of American Potash & Chemical Corporations products attained a record high in 1947. The company's desert plant at Trona, Calif., produced 594,764 tons of chemicals in 1947. Sales totalled $13,637,000, compared with $10,738,368 in 1946.

Soap Production, Nicaragua

Production of soap in Nicaragua in 1947 totaled 1,500,000 pounds, an amount 50 per cent larger than in 1946. Output in 1948 may increase 25 to 50 per cent, if raw materials, such as caustic soda, soda ash, and prussic blue, all imported from the United States, are made available. Difficulty in obtaining raw materials is attributed partly to lack of dollar exchange and also to United States restrictions on its exports of these materials.

Soap Factories in Africa

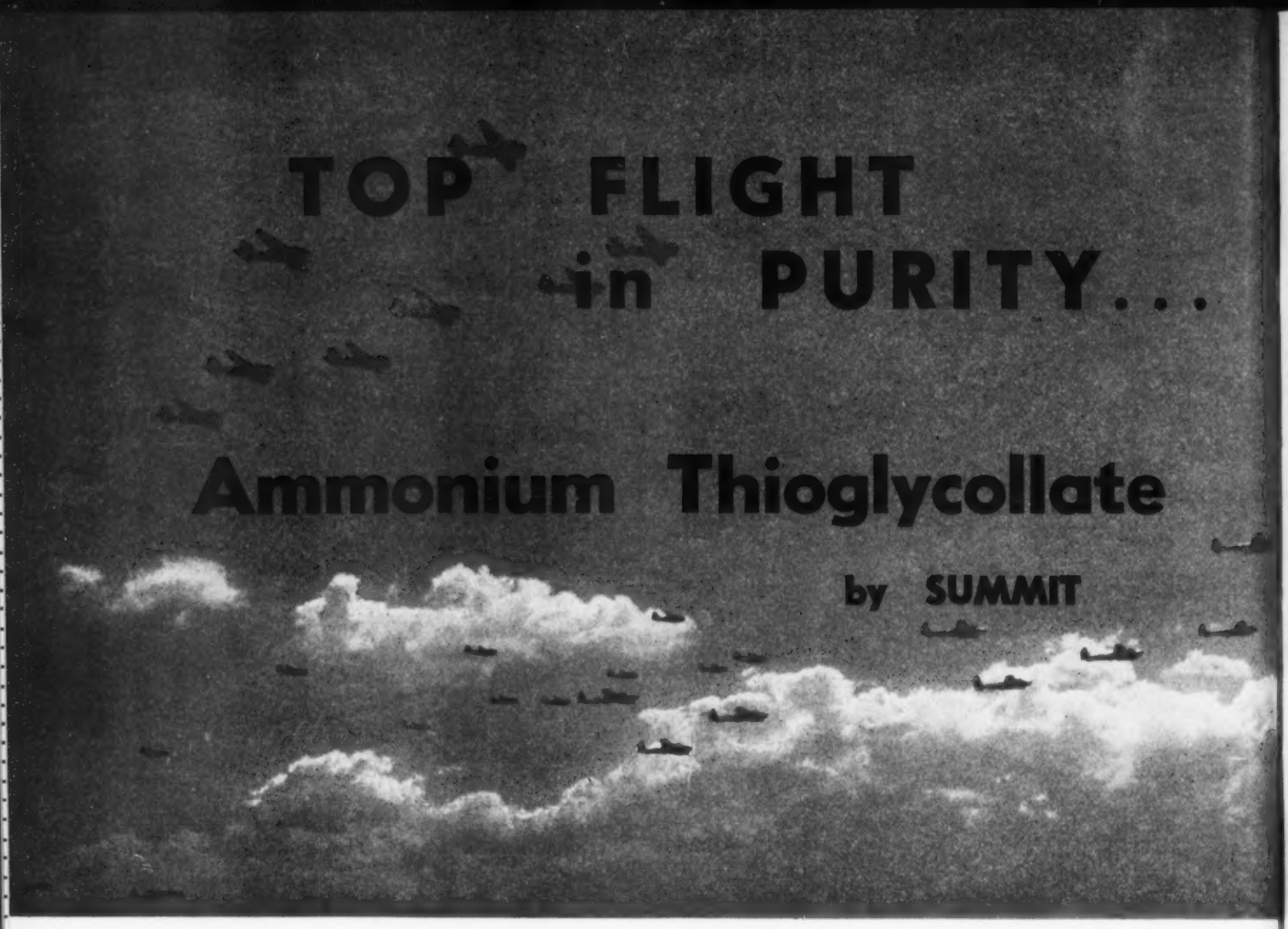
A chain of seven soap factories planned by the Lever group for Africa is to extend from Boksburg in the Transvaal to Cairo, reports the British press. Other factories are to be erected in Kampala and Dar-es-Salaam (Uganda) and in West Africa. Work on the plant in the Transvaal is intended to begin this year, at an estimated cost of about £1,000,000 (£=US$4.03). The Boksburg-plant will also produce margarine and edible oils and fats.

Soap Association Changes By-Laws

Notice of changes in the By-Laws of the Association of American Soap & Glycerine Producers designed to equalize the status of participating companies has been sent to all members by J. M. Miller, secretary of the Association. The amendments were unanimously approved by the directors at a meeting held in New York. "These by-law revisions," said Mr. Miller, "are designed to give the industry an Association in which every member, regardless of size or location, has an equal voice in the formation of policy and an equal share in program participation."

Lever Bros. Appoints Drew and Gamber

J. E. Drew has joined Lever Brothers Co. as associate director of public relations and Gerald F. Gamber as associate director of personnel according to Thomas A. Gonser, director of personnel and public relations. Both will make their headquarters at Lever House, 50 Memorial Drive, Cambridge, Mass. For the past two years, Mr. Drew has been with the National Association of Manufacturers as associate director of public relations. Mr. Gamber comes to Lever Brothers from the Crosley Division of the AVCO Manufacturing Corp. He was industrial relations director.



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WASHINGTON PANORAMA

by ARNOLD KRUCKMAN

THE draft, which begins in September, takes men between 19 and 25, both ages inclusive. The first contingent is expected to number 75,000. Those drafted are entitled to their jobs after they are released, if the job is permanent. They must apply for reemployment within 90 days after they are through training. The soldier is entitled to the same job, with the same pay, status and seniority, if he is qualified still to perform his duties; if he cannot do the same work he must be "restored to such other position the duties of which he is qualified to perform as will provide him like seniority, status, and pay, or the nearest approximation thereof consistent with the circumstances in his case." The law, however, provides that reemployment is not mandatory if "the employer's circumstances have so changed as to make it impossible or unreasonable." It also is provided that the draftee shall be considered to be on leave of absence, and shall be entitled to insurance or other benefits offered by the employer, . . . and the re-employed draftee may not be discharged from his job for one year after his restoration. If two or more are entitled to a particular job, the one who left first has priority, but without prejudice to the other person or persons involved.

The draft law also provides priority to defense orders over other orders, and particularly provides special priorities for the allocation of steel. Plants may be seized as a penalty for non-compliance with priority orders; individuals may be imprisoned, and fined as much as $50,000. Small business is defined as independently owned and operated, with less than 500 employees and not dominant in its trade or industry. Small business must receive a fair share of defense orders.

The overtime-on-overtime decision by the Supreme Court has apparently upset the calculations of Labor Unions as well as employers. It is not clearly understood by any one. The usual presumption is that overtime is now based upon the hours worked over the 40 hours designated as a normal work-week; normal overtime is the base. The difficulty now is to determine when the employer is required to pay time and a half, double time, and even triple time. It has been estimated that some employers may be compelled to pay arrears that will gross between $900,000,000 and $2,000,000,000 for the past 6 years as the ruling applies to all the economy of the nation. Enforcement of the new version of the law has been postponed by the Wage-Hour Administrator until September 15, presumably in order that he may get a better understanding of its meaning himself. Justice Department has petitioned the Supreme Court for a rehearing on the grounds that the Justices based their decision upon erroneous factual data, and that it is virtually impossible to apply the decision, and that it is disruptive in many collective bargaining relationships. A subcommittee of the Senate Judiciary Committee will hold hearings to determine what must be done by the 81st Congress to vitiate its effects.

Another Senate Committee, headed by Senator Capehart, Indiana Republican, will hold hearings in various parts of the country to report to Congress before March 15, 1949, recommendations which might wipe out the effects of the Supreme Court decision in the multiple basing-point practice. It apparently is the opinion of most of the trade association lawyers, as well as Government lawyers, that the Court's ruling will make impossible in the future delivered prices as well as uniform prices.

In other words, if the Federal Trade Commission were literally to compel obedience with the present interpretation of the law, uniform retail prices for cosmetics and toiletries would be abolished. Prices would have to be fixed variably in every region and town according to the cost of transportation added to the price of the articles as sold at the plant. In effect, the trade of the nation would be obliged to revert to the ox-cart economy of colonial days. The same Senate Committee will study the remedies for the effect of the Supreme Court decision in the Morton Salt Co. case. This decision leaves in a fog, future practices in making wholesale prices for quantity sales. If the decision were literally enforced by the Federal Trade Commission it is believed by most lawyers that no wholesaler or manufacturer would be legally safe unless he first specifically gets an approval for his quantity sales in each individual transaction.

Apparently the establishment of the Essential Oils Control Board of Guatemala, which lately has fixed a price of $1.55 per pound for citronella oil, will be the subject of negotiation, on behalf of the American trade, by the American Government. There are those who feel that the creation of the Board, as a monopoly, is a violation of certain agreements reached by the several Ameri-

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can Governments in Havana, when they organized the International Trade Organization.

There is a report in the Capital that the Dutch, through some forces of their own Government, instigated a joint movement which will result in common price levels for the citronella oil marketed by the growers of the Dutch East Indies as well as the Guatemalans. It is believed that lemongrass oil will also be affected by the proposed monopoly. The price of lemongrass oil has not yet been announced. The sentiment of the essential oil trade in the United States concerning the proposed monopoly has not yet apparently been made clear.

PEPPERMINT AND SPEARMINT OILS

The report recently issued by the Department of Agriculture reveals the estimate for peppermint now growing in the United States totals 42,500 acres, approximately 5,000 acres less than in 1947. The average acreage in cultivation for the past ten years has been 37,270 acres. Spearmint totals 16,900 acres for 1948, 2,600 acres less than in 1947. The ten year average was 6,650 acres. The report which will reveal the peppermint and spearmint oil production for 1948 will be published by the Department of Agriculture at 3 P.M. on August 10. Incidentally, it is said in the Capital that relatively generous quantities of peppermint oil and spearmint oil, as well as cedarwood and cedarleaf oils, have been exported to England and to other European countries. There is no limitation on the volume of the oils which may be exported, as regulated by allocations. But the Office of International Trade, of the Department of Commerce, keeps a vigilant watch upon the applications for export licenses in order to prevent extraordinary quantities from going to the satellites of Russia.

Public Law 402, passed by the 80th Congress, and signed by the President, is designed to establish cooperative international relations and is expected to bring together the Nation's resources of scientific personnel and to facilitate their placement where they can be most effectively used. Under the resulting Interdepartmental Committee on Scientific and Cultural Cooperation it is anticipated stimulus may be given to the production of essential oils and other materials of value to the related industries in many countries of the world. Private agencies are to be encouraged to aid in the undertaking. In effect, Congress authorizes technical collaboration in agriculture in all parts of the world. The Department of Agriculture has already embarked upon some plans, and expects to get started this year in China, the Philippines, southeast Asia, the Arab countries, and the Mediterranean Basin.

Department of Agriculture reports that the total supply of fats and oils is likely to be somewhat below that of a comparable period last year. During the Summer the total output is expected to be much smaller. During the fourth quarter of this year, beginning October, exports of fats and oils will be placed on a time table schedule. ECA reports it has thus far exported to Europe inedible fats and oils to the value of $13,240,400. Most of the fats and oils, edible and inedible, have been shipped to Austria, France, Denmark, Norway, and Bizone Germany.

ECA itself recently gave a detailed outline of the method by which business is transacted with European customers. "The European customer consults with his Government regarding the need for a particular product as part of the recovery program. The European Government will—in consultation with the United States—program the requirements to be paid for with ECA funds. (When the European Governments have reached an agreement with the United States as to requirements which are to be financed by these funds, public announcement of the list of goods will be made.) The European importer will obtain permission from his government to pay for his goods with dollars that are set aside for ERP purchases. A permit system will be set up so that the Economic Administration in the U.S. and the European Governments will be enabled to keep account of the funds that are spent. The European importer—not the U.S. exporter—will initiate the first action in requesting permission to use ECA dollars to pay for a shipment.

"When the U.S. exporter receives an order from an importer in an ERP country, he will apply to the Office of International Trade, Department of Commerce, for an export license—if an export license is needed for the goods ordered. Neither ECA nor any other agency of the Government will guarantee the granting of an export license simply because an importer in an ERP Government has received permission from his Government to pay for a shipment with dollars. In granting export licenses for shipments to these countries, the OIT will follow its normal procedures.

"The ECA is concerned primarily with providing financing to the ERP countries, with determining—in consultation with these countries,—how the funds shall be used, and with keeping account of the funds used. It will not decide which exporters are to do business.

The most up-to-the-minute information on export controls is contained in Comprehensive Export Schedule No. 25, just issued by the Office of International Trade. It costs 25¢, and may be obtained at any Department of Commerce office. Another pamphlet, recommended by such men as Lester A. Barber, of the OIT, is named "Trading with Postwar Germany." It lists over 325 exports and about 150 imports. It also covers export and import potentialities in French and Soviet zones. Harrison Lillibridge of New York is the head of an Appeals Board of the OIT located in New York which started to operate in mid-June. If you are not satisfied with the action of the OIT in deciding your application for an export license you may get relief from Lillibridge's Board. However, there is no appeal from the Lillibridge decision. It is ultimate and final. All applications for export of glycerin must be filed with OIT not later than August 15 for the third quarter, Nov. 1, for the fourth quarter. Applications to ship benzol must be filed by the end of each month.

Benjamin Scher is the latest recruit to the domestic end of the Department of Commerce agency which has to do with the materials of your industry. He is in charge of essential oils. Frank Bradley, chief of the section, is earnestly striving to make the product of his group useful to your industry. He will welcome your aid and suggestions. Sidney Picker, late of the Miner Laboratories, is to join the foreign end of the drugs, chemicals and toiletries section of Department of Commerce, sometime late in July. He is to be a brass hat.

Broder does it again

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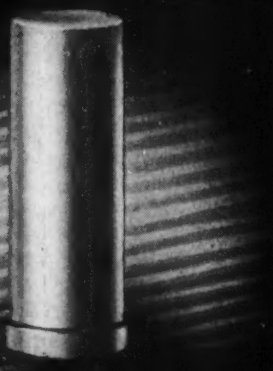

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NEW PRODUCTS AND PROCESSES

New Oval Bottles

Two four-ounce bottles for liquid cosmetics have recently been added to the Duraglas line of toiletry containers manufactured by Owens-Illinois Glass Co. The containers are topped with an easy-to-open and reseal Empress closure. The bottles are intended for packaging cologne, creams, leg makeup, deodorants, hair tonic, after-shave lotion and other preparations.

Borax Standard

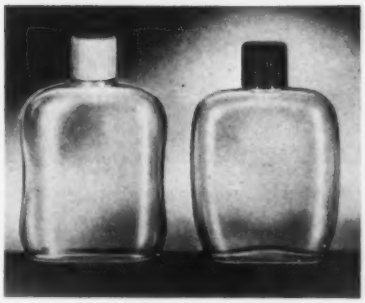
The Toilet Goods Association, Inc., has issued the following standard for borax: Color, white; Odor, none; Identification, An aqueous solution (1 in 20) responds to the tests for sodium and borate. (U.S.P.*); $Na_2B_4O_7$, 52.3 per cent to 54.9 per cent (U.S.P.*); $Na_2B_4O_7 \cdot 10H_2O$, 99 per cent minimum (U.S.P.*); Solubility, One gram of Borax is soluble in 16 ml. water and in 1 ml. of glycerine, at 25 deg. C. One gram of Borax is soluble in 1 ml. of boiling water. Borax is insoluble in ethanol; pH, 9.00 to 9.50 in one-tenth molar solution (Glass electrode); Carbonates and Bicarbonates, An aqueous solution (1 in 20) does not effervesce with acids. (U.S.P.*); Arsenic, 2 parts per million maximum as As_2O_3 (Official and Tentative Methods of Analysis of the Association of Official Agricultural Chemists, 6th edition, page 436); Lead, 20 parts per million maximum as Pb (Colorimetric dithizone. Official and Tentative Methods of Analysis of the Association of Official Agricultural Chemists, 6th edition, page 455).

Carbowax Compounds

"Carbowax" compounds 4000 and 6000 are now being shipped by Carbide and Carbon Chemicals, Corp.

The water-solubility of these wax-like materials makes them excellent bases for pharmaceutical ointments, cosmetic creams and stick perfumes, synthetic detergents.

*U.S. Pharmacopoeia XIII, page 487



New Duraglas bottles

Iron Blue Pigment

Production in commercial quantities of a new iron blue pigment called Alkiron Blue which possesses resistance to alkalis, has been announced by Ansbacher-Siegle Corp.

Described as being superior to the usual iron blues in jetness of masstone, durability and resistance to attack by chemical agencies, the color is designed to appeal to the paint, enamel and lacquer industry.

Clear Flo Starch

A new type of starch, Clear Flo, swelling at considerably lower temperatures than ordinary starches, and which gives clear, stable, and unusually viscous pastes has just been announced by National Starch Products, Inc.

The unusual clarity, stability, high viscosity and ease of preparation of the Clear Flo starches leads National to suggest their application for a wide range of industrial uses, such as a translucent, smooth, non-congealing thickener for cosmetic creams and lotions.

Research samples of the Clear Flo starches can be obtained from National Starch Products, Inc.

G-S Eye Sweep

The General Scientific Equipment Co. has developed the G-S Eye Sweep which facilitates removal of foreign bodies from the eye, wherever industrial accidents occur.

One end is fitted with a magnet for removing steel splinters, while the other is fitted with a flexible loop for removing cinders, dust and other particles. Sterilization of the instrument will not diminish the magnetic qualities nor affect the loop. A hard rubber carrying case is provided with each Sweep.

New Catalogs

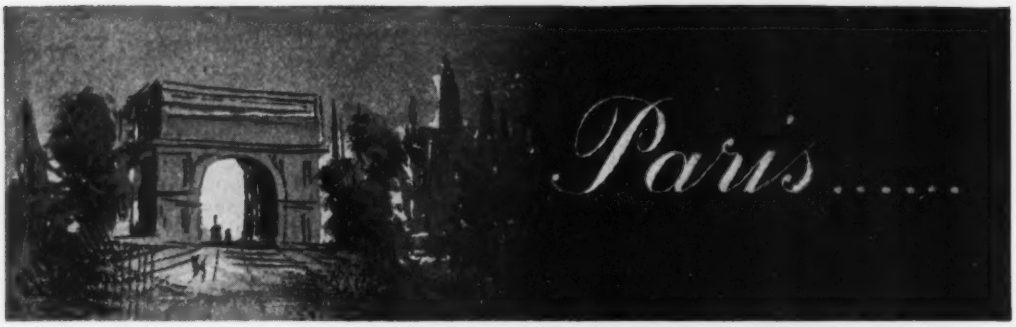
Stokes & Smith Co. has issued a folder describing the Stokeswrap Automatic Packaging Machines. Information on the Universal Filler, Automatic 4-Station Filler, Never-stop Filler and Sealer, Bag and Envelope Sealer, Automatic Tight Wrapper and the Duplex Packer and Weigher, is included.

Foster D. Snell, Inc. has prepared a new bulletin to outline physical measurements and product evaluation. Copies may be obtained upon request.

Wyandotte Chemicals Corp. has issued a booklet describing the three forms of Kreelon it makes available in commercial quantities.

"Benzol—How It's Chlorinated" is the title of a four page reprint that is now ready for free distribution by the Glyco Products Co., Inc. This reprint includes a flow sheet describing the processes for making and purifying mono-,ortho-and paradichlorobenzols and hydrochloric acids.

"Sealing of Corrugated and Solid Fibre Containers" is the subject of the third edition of a work on the subject by J. D. Malcolmson, and published by Robert Gair Co., Inc. This 36-page booklet, well illustrated, covers such subjects as: Containers Sealed with Adhesives; Containers Sealed with Gummed Paper Tape; Containers Sealed with Staples and Stitches; and Containers Sealed with Metal Strapping. This booklet may be obtained "free for the asking."



In each of these great centers of the Soap, Perfumery and Cosmetics industries there is a Chiris company, with a complete production and distribution service. These companies pool all the experience and technical resources which nearly 200 years of outstanding leadership in the World's Essential Oil and Aromatic industries have made available to the House of CHIRIS.

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GRASSE-PARIS

ANTOINE CHIRIS, LTD.
LONDON

A compendium of significant news and views

Harold Hutchins says . . .

DOUBLE CHECK

Did we tell you about that new book edited by Dr. Ernest Guenther, of Fritzsche Brothers, Inc. on the subject of The Essential Oils? If we didn't, we tell you now. The first volume to appear with chapters by the learned world traveler, and a trio of co-workers, is simply a "MUST" in this business of ours. And by the way, it is published by Van Nostrand. And while we are on the subject, let's not fail to give a rousing round of applause for the chapter on the History of Pharmacy in the book. Some smart advertising man certainly could build a wonderful radio show or series of displays from the names and facts given in this chapter by its author, Dr. George Urdang.

WAVERING BUSINESS

Did you see that report on thioglycollate cold wave, in which the final words of the conclusion are—"Care should be taken when giving cold wave, and only licensed and experienced operators should handle these solutions." And the final words, friends, just after the authors conclude—"Cold wave solution containing 6.5 per cent of ammonium thioglycollate is nontoxic." Well, this opinion conforms with the results of millions of tests on human subjects that have been made by beauticians in the process of giving cold waves. So, now, we ask you!

NOT SO EASY

This business becomes tougher and tougher. An observation, by a set of smart medics, has brought us a concept of loss of hair, loss of coloration, and difficulty in hearing and seeing. So, the medics and the beauticians have another one of those general diseases to worry about with their alopecia, and poliosis (graying), and vitiligo (whitening of the skin). For more information on this subject, please refer to the Archives of Ophthalmology, June, 1932.

WAIT AND SEE

A look at some of the advance notices form various research institutions almost makes one believe that all the problems of the world are being settled right now, within their halls. It seems that everything is either being worked on or with—from the growth of the human embryo to the cure of cancer. And things like poison ivy and the common cold are still with us!

LOOKING BACKWARD

Let us return to the terrible thing done, several decades ago, when lard and other animal fats were deleted from the formulas for ointments, that were intended for the skin of the sick, and mineral fat-like products were substituted. Now, each day, we are exposed to more and more learning on the value of the unsaturated fatty acids, as for example, in eczema. The references are too numerous to be given. Just look and you will find plenty of them.

PLEASE TELL ALL

And now we bring up an old problem, but an ever recurring one. What about sampling? Does it really pay to flood the mails with unsolicited samples of everything on earth, and does it really bring forth results in the way of increased sales? In short, do you know of any product that has made the grade on sampling alone? Come, Dear Readers, and please tell us.

LOOKING AHEAD

Looking way ahead, the future specialist will probably devote himself to the growth of plants and herbs, for the cosmetic and drug industries, from the modern soilless systems. No more fertilizer. No more hoeing. No more weeds. Just raise the plants you wish, with minerals in the water. Is anybody doing it, already?

BACK AGAIN

Once more we read about the absorption of drugs through the unbroken skin. This time, read about it in an article appearing in the February, 1948 issue of the Archives of Dermatology & Syphilology, and then draw your own conclusions.

BEAUTY FORUM READY

Mary Bailey, beauty editor of Fawcett Publications, announces the release of their latest Beauty Reader Forum on Hair Preparations. It is a 16-page booklet that's packed with interesting statistics on the changing picture in the hair preparations filed, as reported by a group of 1,543 readers, constituting the Fawcett Women's Group Beauty Reader Forum. A gratis copy of the study may be had by writing to Miss Bailey at Fawcett Publications, Inc., 67 West 44th St., New York 18, N.Y.

TOOTHY SMILE

Electronics has taken on still another assignment of measuring that gleam in your teeth, by scientifically ascertaining the amount of polish that toothpastes create. The heart of the latest dental laboratory tool is the electric eye that picks up the reflection from the teeth, which is then amplified and recorded by microfilm.

TONI MOVES

Effective last month, The Toni Co. moved into new and larger general offices that are located in the Merchandise Mart, the world's largest Commercial Building, in Chicago, Ill. All communications should be addressed to this new location.

A SUBSTITUTE

A synthetic, water-soluble substitute for coca butter, called "Postonal," is described in a technical bulletin on German pharmaceutical preparations now on sale by the Office of Technical Services, U.S. Department of Commerce.

AGAINST COSMETIC TAX

Congressman Chadwick of Pennsylvania recently received this gem in his mail—Dear Sir: I want to thank you for the booklet on Infant Care that you sent to my wife. However, if you really want to be of service, there are several things that certainly would help me and millions of other families. My wife recently sent me to the drug store to buy some things for the twins. Namely, baby oil and baby powder. I found to my immense surprise and disgust that the Federal Government had levied an eight cent tax on the bottle of baby oil for a total expense of 50¢. Questioning the druggist, he stated that it was a "luxury tax!" In other words, my babies' chapped bottoms are a luxury. I hope sincerely that every member of Congress has a luxury bottom.

IT'S YOUR BUSINESS

Suppose you felt sure you could make a better perfume or line of cosmetics than the other fellow, and you began to think about risking your savings to start up a business of your own. First, you would want to know for certain that you could turn out these new products at a price that would enable you to meet or beat your competitors. Next, you'd probably be sure that there was a market for the products. Good management would be another "must." You would have to know how to run the business, or be able to hire someone else to do it for you. Only with good management could you keep on meeting material costs, payroll, rent, taxes, and other costs of doing business. Finally, you would have to see an opportunity of making a profit. The firm that can't earn a fair profit soon folds up. And like other progressive firms, you would want to put part of your profits back into the business. Most Americans say they think 10 to 15 cents out of each dollar of sales would be a fair profit for business to make. Government figures show that industry averages half that much profit. And about half of that profit is plowed back into the business to pay for the development that gives Americans more good things than anybody else on earth.

WHAT'S NEW?

There is a new study on the horizon. And you fellows in the laboratories and advertising agencies had better jump on this bandwagon, quickly. What is it? Well, boys, this is the bad news. Hyaluronic acid and hyaluronidase! And if these words don't mean anything to you, today, they will so fast that you will be sorry you didn't take this tip and send right out to your library staff for ALL the stuff there is on it.

AWARDED CONTRACT

The Pittsburgh Plate Glass Co., Creighton, Pa., has awarded a research contract to the Bjorksten Research Laboratories in Chicago. The research will embarce various problems in the field of development and improvement of a specialty product.

URGES MORE PRODUCTION

Only by increasing the production of our factories can we have more of the necessities and luxuries of life, according to L. E. Osborne, senior operating vice-president of the Westinghouse Electric Corp., adding that there is a dangerous confusion between money in the pay envelope and the real buying power based on real earning power and output.

LOOK MA, NO FEET!

Although scientists predict that in 10,000 years we shall probably have hoofs instead of feet, that possibility doesn't help much this Summer, according to alert Mme. Helena Rubinstein of cosmetic fame. Never were feet and legs more nude and exposed to the roving eye of the male. Sandals inspired by the footwear of ancient lovelies of Greece, lavish in gleaming gold and silver, now appear for daytime wear on the sidewalks of New York. A single thong keeps them anchored, leaving the feet and ankles completely exposed, for better or worse. Like the ancient Greeks, Mme. Rubinstein urges American women to emulate them with smooth, hair-free legs, which should help sell a lot of hair-removing products this Summer.

DAME RUMOR SPEAKS

And is there anything to the rumor, and don't ask how it reached these tired and old ears, of a cosmetic line or ingredient from the mango fruit? And papaya? And banana?

A.D.S. NAMES WESLEY

The Wesley Associates have been appointed by Joseph H. Moss, president of American Druggists Syndicate, Inc., Drug Products Co., Inc., and Purity Drug Co., Inc., as advertising agency and merchandising counsel. The A.D.S. program will be under the direction of Lee Sohn. The entire activity will feature a comprehensive merchandising promotional sales and advertising plan to further develop the scope of retail sales for existing A.D.S. stores and to act as a means for expanding A.D.S. franchise stores.

NOMINATIONS OPEN

Dr. Curt P. Wimmer, chairman of the Society of Chemists' Medal Award, recently announced the six conditions under which nominations may be made for recipients of the Honorary Award offered by the Society. Award is open to anyone, whether a citizen or not; the nomination must be made before August 1, 1948; a list of the nominee's publications and statement of his achievements must accompany the nomination; the nominee must have been actively engaged in the art and science of cosmetics; the decision of the Award Committee shall be final; and the presentation of the Award shall be made at the regular meeting of the Society in December, at which time the recipient or a designee shall read a paper, on the subject for which the Award has been made, and the address shall be printed in the official Journal of the Society. Nominations may be sent to Dr. Wimmer at 1261 Broadway, Room 704, New York 1, N.Y. It may be mentioned, in passing, that Madison G. deNavarre, well-known contributor to the pages of AMERICAN PERFUMER, is Chairman of the Publications Committee of the Society.

WHAT'S WITH VIDEO?

We wonder what's cooking in television for the cosmetic industry? Has the entire matter been investigated on an industry-wide basis? Would it not be best to have the new medium sponsored cooperatively, rather than on the present method utilized by radio sponsors. It's a new deck, so why retain the old game?

$400,000,000 MARKET

Richard T. Turner, editor of the Pharmacy International and El Farmaceutico, in a recent talk before the American Drug Manufacturers Association, stated that drug manufacturers in 1948 would probably export $200,0000,000 worth of products, while another $200,000,000 would be manufactured and sold in American plants in foreign countries.

E.R.D. METHOD

A booklet describing the E.R.D. method of testing cosmetics or allied products has been prepared by the Evans Research and Development Corp., 250 East 43rd St., New York, N.Y. Nearly 1,000 men and women have been tested and the results are given in the booklet. The tests are available for pre-testing such products as cleansing creams, emollients, depilatories, lipsticks, face powders, shampoos, etc. for allergy-producing properties. The booklet may be obtained gratis.

PACKAGING EXPOSITION

The First Western Conference on Packaging, Packing and Shipping, to be held concurrently with the First Western Packaging Exposition at San Francisco's Civic Auditorium, August 10-13, will provide attending business executives from all parts of the world with a timely, fact-filled three days of industry-education session. Finally, and because it doesn't belong in this paragraph, we remove our editorial hat to the gang of wonder boys who are responsible for the recent Toilet Goods Association Convention, and for the publication of the proceedings.

HOLDS COMMENCEMENT

At the 127th Commencement of the Philadelphia College of Pharmacy and Science, held last month in the College Auditorium, 89 diplomas were awarded to young men and women who had successfully completed their courses. Eleven of these diplomas were for graduate study.

RECEIVES HIGH HONOR

An advertisement by Givaudan-Delawanna, Inc., the first of its "Fragrances and the Seasons" series, has been selected as one of the outstanding advertisements of 1947 by the Art Directors Club, and was exhibited with other selections at the Grand Central Galleries in New York last month. On exhibit were 328 advertisements, chosen from approximately 9,000 entries. The Givaudan advertisement originally appeared in the AMERICAN PERFUMER in March of last year. Reprints of the illustration used, suitable for framing, have been made by Givaudan.

WINS MEDAL

Dr. A. G. Du Mez of Baltimore, dean of the University of Maryland School of Pharmacy, will receive the Remington Medal for outstanding achievements in pharmacy, awarded by the New York Branch of the American Pharmaceutical Association. Dr. Du Mez has been secretary of the American Council on Pharmaceutical Education since 1932.

ON LEAVE

Four industrial scientists of Monsanto Chemical Co. have received a leave of absence at full salary for an academic year of study at universities of their choice. Those named bring to 11 the number to receive leaves of absence since the program was started in 1946.

IOWA SURVEY

An impartial mail survey among Iowa retail druggists shows that more than three times as many of them prefer to see their merchandise advertised in Wallaces' Farmer & Iowa Homestead as favor any other farm publication. The survey was conducted by the Des Moines Drug Co. and the results were reported by R. B. Shaver, vice-president of the company.

REPLACE THE TURF

At the Annual Chemists Club Golf Outing, held last month at the Bonnie Briar Club in Larchmont, N.Y., Dr. Eugene McCauliff, technical sales director of Glyco Products Co., Inc., and a former tennis champion, emerged the winner of the golf tournament by posting the lowest gross score and consequently received possession of the silver challenge trophy for one year. In addition to the trophy, he was awarded a portable radio as a permanent prize.

NEW TALC MINE

Work on the new talc grinding plant being built by the Grouverneur Talc Co., a subsidiary of the R. T. Vanderbilt Co. of New York, is being pushed through and it is expected to be operating about August 1. Construction work was started last August and some 200 men are employed on the project.

50TH ANNIV. SALE

Retailers throughout the country are being urged by Lever Brothers Co. to take advantage of the most intensive newspaper advertising campaign ever put behind Lifebuoy, Lever's oldest brand, now celebrating its fifthieth Anniversary. Throughout the hot weather months—Lifebuoy's top-selling season—the proven fact that "Lifebuoy with its purifying ingredient gets skin cleaner and stops 'B.O.' as no other leading soap can" will headline 1300-, 1000- and 600-line advertisements in over 400 daily newspapers throughout the country.

NEW SECTION

A new Glass Section has been added to the laboratory facilities of Sam Tour & Co., Inc., metallurgists, engineers and consultants. Due to the increase in the use of glass, particularly for packaging consumer items, this new section will specialize in glass failures in an effort to contribute to the improvement of glass for containers and industrial applications. This new section will be located in the company's building at 44 Trinity Place, New York City.

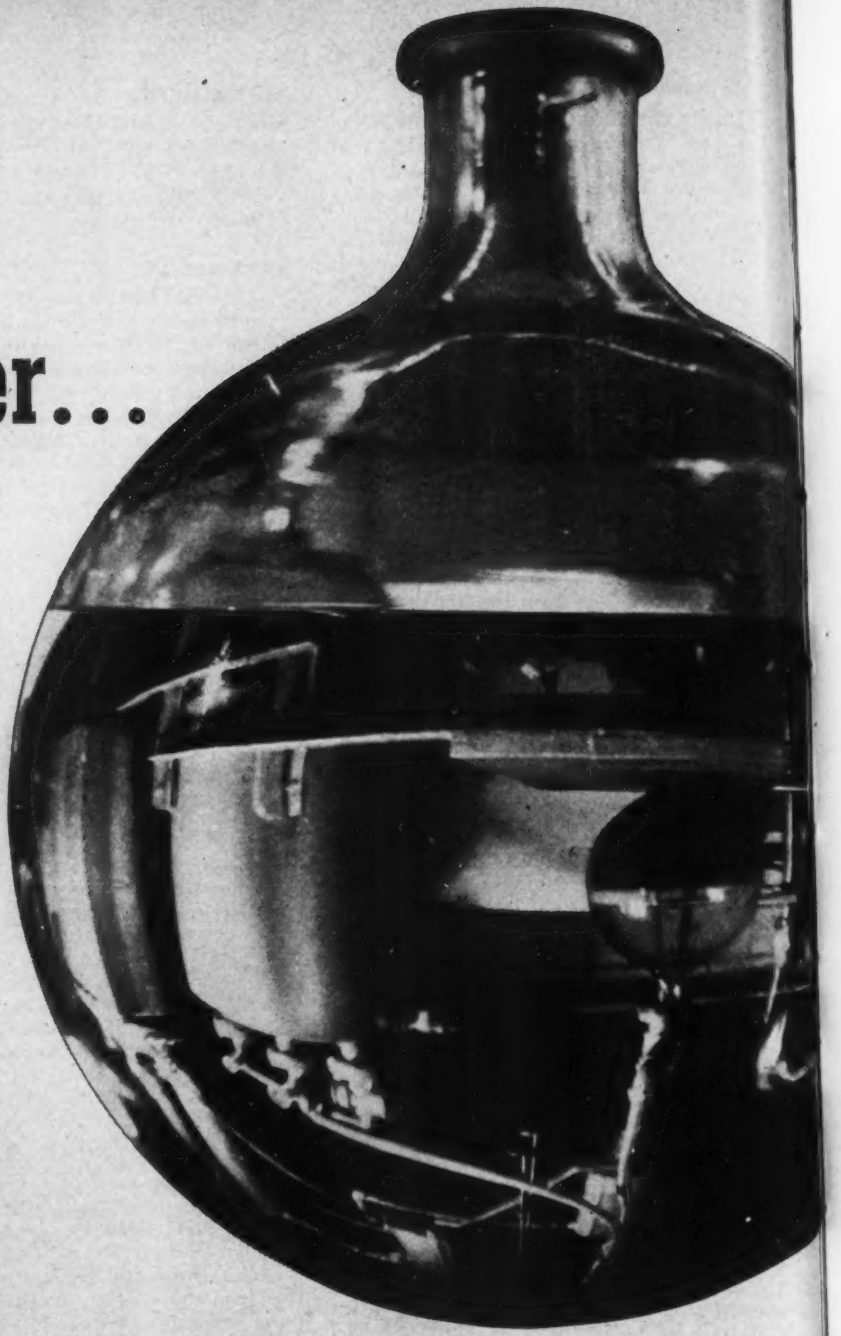
NEW MOTION PIX

"Now For Tomorrow," a sound motion picture in color and dedicated to pharmacists, is a very fine teaching-aid and recommended for use by consumer education classes, retailing classes and other business education classes. The 20-minute motion picture was produced by Owens-Illinois Glass Co., of Toledo, Ohio, who will be glad to make arrangements to show this film gratis to interested groups.

NEW PUBLICATION

Accurate selected values of the fundamental physical constants and properties of a large number of hydrocarbons have been recently compiled and published by the National Bureau of Standards as Circular C461. This 496-page bound volume, "Selected Values of Properties of Hydrocarbons," is a collection of all numerical tables issued by the American Petroleum Institute Research Project 44, as of May 31, 1947, and is especially helpful to the petroleum, rubber and chemical industries, which all depend greatly upon fundamental data on the physical and thermodynamic properties of hydrocarbons. Circular C461 may be obtained from the Superintendent of Documents, Washington 25, D.C., at $2.75 per copy.

Depth...
Timbre...
Character...



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your
compounds
with

VETIVERT ACETATE

A vibrant note, pulsing with character and distinctiveness, for your most modern perfume compositions is now obtainable with even higher than pre-war quality at an especially attractive price.

NAUGATUCK AROMATICS

DIVISION OF UNITED STATES RUBBER COMPANY

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PURELY PERSONAL

RAYMOND LEE, formerly president and chief stockholder of Raymond Laboratories, and more recently vice-president of William R. Warner Co., has been retained by the Pepsodent Division of Lever Brothers Co. as a special consultant to aid in the development and marketing of Rayve Shampoo and Hedy Home Permanent wave.

FREDERICK ANDERS has been elected vice president of E. Fougera & Co., replacing W. D. Baker who recently retired because of ill health.

MARTIN N. SANDLER treasurer of The Toni Co. has been elected a vice-president.

MISS CHEN YU, the only high fashion Chinese model in America, spends much of her time behind the cosmetic counters of leading Chen Yu outlets, helping popularize their new "Coral Fan" shade of Lipstick and Nail Lacquer. She also was one of the featured members of the recent fashion extravaganza staged at the Madison Square Garden in New York, and was recently profiled in the New Yorker Magazine, as well as having appeared on NBC's famous HI-JINX program.

P. VAL KOLB has been elected vice-president of General Drug Co. and will supervise distribution of the company's line of vanillin and related items.

L. L. DARLING, for the past 23 years associated with the Frederick Stearns & Co. of Canada Ltd., has been placed in charge of the Nyal Company of Canada, Ltd., as vice-president and general manager.

NELSON S. KNAGGS, director of the Hilton-Davis Foreign Department, has been elected an active, non-resident member of the Explorers Club.

ERNEST A. WILCOX, president of Advertising House, Inc. announced today the resignation of Helena Rubinstein, Inc. and Gourielli, Inc. Since the contracts between the agency and the clients call for 6 months notice, the effective date of the resignation is Dec. 31, 1948.

DR. & Mrs. HENRY GRAHAM have returned to Chicago from Camp Ft. Ord, where Dr. Graham was a Captain in the Medical Corps as Chief of Medical Service. Prior to his entry into the Army, he was with the Research Department of Florasynth Laboratories. Mrs. Graham, the former Zena Lakritz, is the daughter of William Lakritz, president of Florasynth Laboratories.

R. E. GRAY, general sales manager, has been named divisional vice-president of the Centaur-Caldwell Division of Sterling Drug, Inc.

MORRIS L. LEVINSON, president of Chen Yu, recently announced the appointment of Dorothy Beebe as Supervisor of Demonstrators of Chen Yu, Inc. Mrs. Beebe is a former member of the Chen Yu staff.

J. P. REMENSNYDER, vice-president of the Heyden Chemical Corp., has been named a member of the Board of Synthetic Organic Chemical Manufacturers' Association. He succeeds Dr. W. M. Billing, who was named 1st vice-president of the Association.

CHARLES LUCKMAN, president of Lever Brothers Co., celebrates his second year of Lever presidency by announcing the outright purchase of the John F. Jelke Company, manufacturers of "Good Luck" margarine, with annual sales of $25,000,000.

WILLIAM SWARTMAN, ex-Seaforth and Cargo Men's Toiletries, has been appointed assistant sales manager of Elizabeth Arden.

MARSHALL MUNDHEIM has resigned as executive vice-president and director of Lightfoot Schultz Co., Antoine De Paris, and Jacquet, with whom he has been associated with since 1933.

LADISLAS MEDGYES, art director for Helena Rubinstein, is abroad to visit his mother who lives in Budapest.

BOB FOWLER, erudite managing editor of THE AMERICAN PERFUMER, has been bedded down with the mumps, since you received your last issue of this publication.

EDYTHE BRIGHT, formerly with Luxor Cosmetics, met with accidental death, last month, at her home in California.

FRANK PRINDLE is a new acquisition to the Houbigant sales staff.

WALTER WINCHELL will leave the Jergens' program at the end of the year to accept a new contract that is reported to be over $500,000 per annum.

MADAME HELENA RUBINSTEIN recently attended the opening of her newly enlarged Beauty Salon at 11 Newbury Street, Boston.

CHARLES REVSON, president of Revlon Corp., has returned from an extended European trip.

A. L. van AMERINGEN will again conduct the Perfume Seminar at Columbia University College of Pharmacy, from Oct. 13 to Nov. 17, on Wednesday nights, 8:00 to 10:00 P.M.

JOHN FISHER, in charge of Chain Store Sales for Sofskin, has been having a tussle with the Men in White at Lenox Hill Hospital in New York.

JOSEPH A. DANILEK, controller of Revlon, has resigned to become president, general manager and a member of the Board of Directors of Mary Chess.

B. F. STEINKE, president of the Co-metic Club of Milwaukee, announces that their 10th Annual Toilet Goods Show will be held at the Plankington House Hotel, from Sept. 6 to 9, inclusive.

THE FORAGERS OF AMERICA held their Annual Outing at the Suffolk Republican Culb on Long Island, June 26.

THE BIMS held their Golf Tournament at Baltusrol on June 22nd.

OSCAR KOLIN, vice-president of Helena Rubinstein, is on a European jaunt in behalf of his company, and is accompanied by his wife.

DOROTHY GRAY will feature three lipstick shades this Fall, based on the Elizabethan colors of Forstman Woolens. They are named: "Queen's Taste," "Royalty" and "Falcon."

FRANKLIN BRUCK Advertising agency now handles the Snow White Cosmetics account.

MAXWELL BOWER, formerly of Milkmaid, is the new general sales manager of Harriet Hubbard Ayer.

J. H. R. STEPHENSON, formerly with Colgate-Palmolive-Peet, has joined Givaudan-Delawanna.

LUIS F. HAZNAW, chemist for the Florasynth Laboratories' Chicago office, has been elected president of the Lions Club in Westmont, Illinois.

OSMODOR

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TONKA

To round off your perfume with a fragrance as delicate and sweet as the natural Tonka bean.

Appreciated by fine perfumers for its excellent fixative qualities.

SCHIMMEL & CO., INC.

601 West 26th Street, New York 1, N. Y.

THE ROUND TABLE –

Toilet Goods Manufacturers Hold Lively Convention

The twentieth annual convention of the Toilet Goods Manufacturers Association was held June 24 to 27 at the Manoir Richelieu, Murray Bay, Quebec. It was well attended. L. T. Ridler, of Elizabeth Arden of Canada, retiring president, presided.

No addresses were given and there was no set program, topics being discussed informally as they arose.

New cosmetic regulations are under way by the Dominion Government, and these were explained by the executive secretary, Arthur E. Laverty, who explained that, although they are expected to be released in August, he had been requested by the Government to see to it that they were not published until official.

A discussion was held on freight rates and the meeting decided that a brief should be prepared with the view of obtaining carload rates for toilet goods in Canada.

Receipt of a letter from a retail body which reported that it had heard the Toilet Goods Manufacturers Association intended to abolish cash discounts evoked discussion. The Association had made a survey of cash discounts and the results given at the meeting showed that members varied in the amount of discount, and that there was no uniformity in the matter. As a result, the convention passed a resolution to the effect that "this convention recognizes that all matters and methods of merchandising cosmetics in Canada are the responsibility of its individual members, and the Association recognizes no responsibility as an Association in such matters."

Other resolutions were of a formal character conveying thanks to various helpers, and extending greetings to visitors from the United States. Among this latter group was William J. Terrell of the Toilet Goods Association staff, who was representing the American Association at the meeting.

Social activities included dancing, golf tournaments for men and women, bingo and swimming were participated in by a large number of those present.

Officers elected were as follows: Immediate past-president, L. T. Ridler; president, F. L. Jackson, Parker and Co., Montreal; first vice-president, Peter P. Powell, Yardley (Canada) Ltd., Toronto; second vice-president, T. L. Goswell, Zonite Products; honorary treasurer, F. C. Clearly, Richard Hudnut, Toronto; honorary secretary, Roy C. Lewis, R. C. Lewis Co., Ltd., Montreal.

Directors elected were: H. Hollinrake, Prince Matchabelli, Toronto; G. H. Bourassa, Coty (Canada) Ltd., Montreal; C. M. Lougheed, Colgate-Palmolive-Peet Co., Ltd., Toronto; H. E. Dwyer, Palmers, Ltd., Montreal; E. L. Huston, Helfrich Laboratories of Canada, Toronto; G. F. Bullock, Rexall Drug Co., Ltd., Toronto; Andre Borel, Parfumerie Paris, Montreal; Fred Hodder, A. E. Long and Co., Toronto and Francois B. Rivard, Compagnie Parento, Montreal. Fred Hodder and Francois Rivard represent the associate members.

No decision was taken on where the next annual convention is to be held.

Society of Cosmetic Chemists Honor Award

The Society of Cosmetic Chemists has announced the conditions governing nominations for the Society's Honor Award. Dr. Curt P. Wimmer, 1261 Broadway, Room 704, New York, N.Y., is chairman of the committee. Nominations must be in the hands of the chairman by Aug. 1. Presentation of the Award will be made at the regular meeting of the Society in December.

Joseph F. Rudolph Now President of Dodge & Olcott, Inc.

Joseph F. Rudolph, who has been associated with U. S. Industrial Chemicals Inc. for 34 years and who has been manager of the Chicago sales division of the corporation for the past 12 years has been elected president of Dodge & Olcott, Inc., a wholly owned subsidiary. He assumed his new position July 1.

Joseph F. Rudolph

Mr. Rudolph succeeds Charles A. Myers who has retired as president. For the present, Mr. Myers will continue his relations with the company in a consulting capacity. Valentine H. Fischer, Charles O. Homan and J. Waldo Booth remain as vice presidents and Fred H. Kirn continues as treasurer according to an announcement by Francis T. Dodge, chairman of the board of directors of Dodge & Olcott, Inc.

Mr. Rudolph, the new president, is a native of Brooklyn, N.Y. and served the parent company in New York, Detroit and Philadelphia before going to Chicago. In the dozen years that he was in the mid west his charming personality won for him a host of friends in the industries served by his company and he was an active member of the Chicago Drug & Chemical Association and the Chicago Perfume, Soap and Flavoring Extract Association. Accordingly he brings to his new task broad experience, dynamic energy and marked executive ability.

Demand for Quality a Definite Help to Industry Says Goby

The trend of buyers to exercise more discrimination in the selection and purchase of floral products and other raw materials which enter into the manufacture of perfumes and cosmetics will definitely help the development of the industry according to Francois Goby, director of Tombarel Freres, Grasse, France, who sailed on the Queen Elizabeth June 17 after a brief visit to the American company, Tombarel Products Corp., New York, N.Y. Consumers are definitely demanding higher quality and perfumers are giving more value, he pointed out. Generally prices have been low due to a lack of demand and the exchange situation but an increased number of inquiries indicates unmistakably that business is getting better and Mr. Goby foresees world wide improvement as the international situation clears.

While here, Mr. Goby spent most of his time in conference with L. J. Zollinger, president of Tombarel Products Corp.; Dr. Paul Muhlethaler, executive vice president; William Fairhurst, Alphonse Pillet, Howard Miller and other associates of the company. He also had the pleasure of visiting his daughter, Miss Francette Goby, who spent several months with friends in Syracuse, N.Y. While there she took courses in English literature, nursing and other cultural subjects in Syracuse University. Incidentally she will spend the Summer in Nantucket before returning to France in the Autumn.

While brief, the visit of Mr. Goby to the United States, which was his twenty-first to this country, gave him the opportunity to learn at first hand the requirements of the present American market. His chief regret was that his visit had to be limited in time, but it was necessary for him to return to France to attend to some pressing matters. In addition to his numerous activities in the industry Mr. Goby is mayor of St. Vallier de Thiey a position he has held since October 1947. He plans to return to the United States for a more extended visit later this year.

Francois Goby and Miss Francette Goby

Givaudan-Delawanna Expands Sales Management Force

According to an announcement by the company, Givaudan-Delawanna, Inc., New York, N.Y., is expanding its sales management staff. J. H. R. Stephenson, who has a background of many years in various executive capacities in the aromatic and perfume industries, joined the firm July 1. On October 1, he will assume the duties of Eastern sales manager.

J. H. R. Stephenson *R. M. Stevenson*

At that time, R. M. Stevenson will become Mid-Western sales manager, with headquarters in Detroit, Mich. He will continue to be a director of the company and will be actively connected with company management.

James Johnson Appointed by Malmstrom

N. I. Malmstrom & Co., has announced the appointment of James L. Johnson to its sales staff in Chicago, Ill. Mr. Johnson is secretary of the Chicago Perfumery, Soap and Extract Association.

Roberto de Carosanti Becomes President of Carosanti, Inc.

The Marquis Roberto de Carosanti has been made president of Carosanti, Inc., newly chartered firm to manufacture perfumes. The company is located at 2636 South La Cieniga Blvd., Los Angeles, Calif. Other officers are: Kenneth Pardee, vice-president and A. J. Guerin, secretary and treasurer.

Chicago Branch of Polak & Schwarz Holds Conference

A conference was held last month at the Chicago Branch of Polak & Schwartz, Inc. Present at the meeting were Louis Davids, executive vice-president of the New York corporation, who was on his way back from California, K. Bohemen and S. R. Mansfield, directors of Polak & Schwarz (England) Ltd., Enfield, England, who represented the British company at the International Fair in Toronto, Canada, and George W. Liddell, general manager of the P & S Midwestern Division.

Aroscent, Inc. Reorganized as Davis & Lawrence Co. Subsidiary

G. D. Lawrence, general manager of the Davis & Lawrence Co. manufacturing pharmacists of Dobbs Ferry, N.Y. announces that Aroscent, Inc. has been reorganized as a subsidiary. Officers of reorganized Aroscent, Inc. are: G. D. Lawrence, president; H. L. Janovsky, vice president; J. D. Lynam, secretary; and H. Bjerke, treasurer. Mr. Janovsky who has been identified with the essential oil and aromatic chemical industry for years will be general manager, chief chemist and director.

An extensive manufacturing and sales program has been planned with plant facilities at Dobbs Ferry, N.Y., Montreal, Canada and Sydney, Australia. The office and laboratories of Aroscent Inc. will remain at 58 Underhill Ave., Brooklyn, N.Y. The Davis & Lawrence Co. which was founded incidentally in 1839, will act as export representative for all Aroscent products which include essential oils, aromatic chemicals, perfume and flavor compounds and specialties.

Meredith Simmons in New Plant

Meredith, Simmons & Co., Ltd., the Canadian affiliate of National Adhesives, has just completed the erection of a large new plant. The plant embodies the latest in processing equipment and is highly mechanized.

Gena Laboratories in New Plant

Gena Laboratories, Inc., manufacturers of toilet goods and pharmaceuticals, has moved into a new plant at 1343 Plowman Ave., Dallas, Texas.

Volume Up on Neroli

Advices, originating in June, indicate that the production of bitter orange flowers in the Grasse area had reached 1,200 tons, an increase over the estimated volume of 900,000 kilos. Stocks of neroli were being added to last year's production which had not been sold.

Flowers were being paid for at the rate of 50 francs per kilo which later dropped to 40 francs. Manufacturers were asking 30 to 37 francs per kilo for neroli.

Dr. Murti Visits U.S.

Dr. K. S. Murti, recently associated with the Government of Madras, India, as Superintendent of the Kerala Soap Institute, has been in the United States for the past few months investigating domestic processes. For several months, he has been stationed at the Southern Regional Laboratory of the U.S. Department of Agriculture, and has visited soap factories, edible oil processing plants, essential oil plants, etc. Dr. Murti will return to India in October.

Myers Becomes Plant Manager for Matchabelli-McKelvy

H. D. McKay, Chairman of the Board, Prince Matchabelli, Inc., and Alfred D. McKelvy Co., Inc., has announced the appointment of Harry B. Myers as plant manager at Bloomfield, N.J. Mr. Myers will be in charge of manufacturing operations for both companies, succeeding F. X. Montbach, who recently retired. Mr. Myers comes to the position from Vick Chemical Co., Greensboro, N.C., where he was assistant production engineer.

Promotions in Florasynth Organization

William Lakritz, president of Florasynth Laboratories, Inc., New York, N.Y., has announced the promotion of two executives in the organization.

Merrit V. Eusey of Los Angeles, formerly manager of the Southern California area, has become divisional manager for the Pacific Coast and the Hawaiian Islands.

Dennet Withington takes on new duties as president of the California Chemical Corp., an affiliate of Florasynth Laboratories, in San Bernadino, Calif.

MM&R Elects New Panel of Officers

Percy C. Magnus, president of Magnus, Mabee & Reynard, Inc., New York, N.Y., has announced the election of a number of new officers.

George H. McGlynn, treasurer since 1933 has been made vice-president and treasurer, William F. Fischer, sales manager, has been elevated to assistant vice-president in charge of sales and Arthur H. Downey, technical director, has been elected assistant vice-president in charge of technical department.

William Fischer

Arthur Downey

Stanley Barker

John Felton, Jr.

G. F. Mehren

Shockley Gamage

Four of the company's divisional sales heads have been elected assistant vice-presidents. They are: M. Stanley Barker, New York area, John W. Felton, Jr. manager of the Southern division, G. F. Mehren, Mid-Western area and Shockley Gamage, export sales manager.

Other officers elected were: Percy C. Magnus, president, Joseph B. Magnus, vice-president, Robert B. Magnus, vice-president, John H. Lothian, comptroller and Maryann James, assistant secretary-treasurer.

Percy C. Magnus receives congratulations from Joseph A. Broderick, president of the East River Savings Bank, on the occasion of Mr. Magnus' 30th year as a trustee of this institution. When first appointed, Mr. Magnus was the youngest bank trustee in the state of New York.

Bernard Marks Becomes Vice-President of Antoine de Paris

Bernard L. Marks has been appointed vice-president and general manager of sales and production of Antoine de Paris, Inc., New York, N.Y. Mr. Marks has been indentified with the soap and cosmetic industry for more than 25 years.

Dr. Carlisle Addresses ADACIOM

Dr. James M. Carlisle, medical director of Merck & Co., Inc., Rahway, N.J., was the guest speaker at the Associated Drug and Chemical Industries of Missouri luncheon meeting June 9. His subject was "New Developments in Antibiotics."

DCAT Prepares for Shawnee-on-Delaware Meeting

Fred J. Stock, Chairman of the DCAT, has announced the following chairmen to head committees for the 58th Annual Meeting to be held at Shawnee Inn, Shawnee-on-the-Delaware, Pa., Sept. 24 and 25: General Chairman, Robert B. Magnus; Get Acquainted Party, Clark L. Rodgers; Friday Night Party, Charles P. Walker, Jr.; Saturday Night Banquet and Installation of Officers, Lloyd I. Volckening; Golf Committee, Harold C. Green; Ladies Golf Committee, Charles Macauley; Business Program Committee, Carle M. Bigelow; Publicity Committee, John W. McPherrin; Reception Committee, John P. Remensnyder and Transportation Committee, Francis J. Reid.

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Son of Fred J. Beyer Married to Miss Beryl Metz

The many friends of Fred J. Beyer, executive vice president of P. R. Dreyer Inc., New York, N.Y. will be interested to learn of the marriage of his son Daniel to Miss Beryl Metz, daughter of Mr. and Mrs. Victor Metz of Rutherford, N.J., June 21. The ceremony was held at the Methodist Episcopal Church in Rutherford and the reception at the Upper Montclair Country Club. After the wedding the young couple began a tour of Canada. Mr. Beyer attended Blair Academy and the University of Pennsylvania. The bride is a graduate of Fairley Dickinson College.

Givaudan-Delawanna Erecting New Plant

The erection of a two-story steel and concrete building, having about 45,000 square feet of floor space, has been approved by the Board of Directors of Givaudan-Delawanna, Inc., New York, N.Y., and construction has begun, according to Ernest R. Durrer, executive vice-president.

The new building, which will be located on the site of the Givaudan plant at Delawanna, N.J., will mainly house the facilities of the perfume specialty department, and will also provide for the packaging and shipping department. A special ventilating system will be provided to insure atmosphere free from contamination with odorous material. It is expected that the building will be completed this year.

John Kennedy Honored

John R. Kennedy, chairman of the board of directors, Rexall Drug Co., Ltd., has been honored by being invited to become a fellow of the Royal Society for the Encouragement of Arts, Manufacturers and Commerce. The Society was founded in 1754. Mr. Kennedy becomes the 102nd member in Canada.

Pierre Bouillette Returns to Givaudan-Delawanna

Pierre Bouillette, who has been active in the perfume and cosmetic industries in France, the United States and Brazil, has returned to Givaudan-Delawanna, Inc., to engage in sales promotion.

Ernest Durrer in Europe

Ernest R. Durrer, executive vice-president of Givaudan-Delawanna, Inc., is in Europe on a two-month business trip. Mr. Durrer plans to spend most of this time in Switzerland and France, and will consult with Givaudan executives on plans for the introduction of new specialties and synthetics to the American market.

Group Formed to Study Perfumery

A special industry committee has been formed to study the acceptance of perfumery products.

The chairman of this committee is J. S. Wiedhopf, and S. L. Mayham is secretary-treasurer. Other members are: H. L. Brooks, Norman F. Dahl, Jean Despres, B. d'Escayrac, Pierre Harang, Robert P. Johns, Samuel Rubin, Paul Russell and H. Gregory Thomas.

The study, which is on the Psychological rather than the marketing aspects of the subject, is expected to require a considerable period of time to complete.

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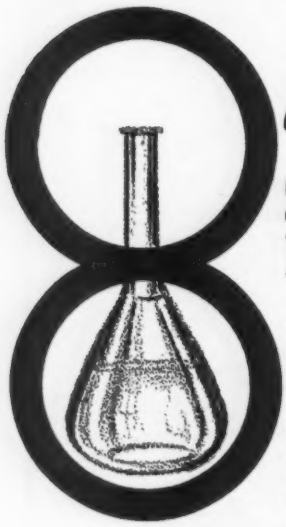

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TGA Scientific Section to Meet December 9

The next meeting of the Scientific Section of the Toilet Goods Association will be held at the Waldorf-Astoria Hotel, New York, N.Y., December 9.

Chemists Inspect American Cyanimid Plant

Members of the New Jersey chapter of the American Institute of Chemists were taken on a tour through the plant of Calco Division, American Cyanimid Co., Boundbrook, N.J. last month.

Edlund Becomes Director of Fred Rudge, Inc.

Roscoe C. Edlund, until last March manager of the Association of American Soap and Glycerine Producers, was elected recently to the board of directors of Fred Rudge, Inc., management counselors and research and advertising agency on employee and community relationships. Mr. Edlund is giving some of his time to the company at its headquarters at 475 Fifth Avenue, New York.

The Rudge organization conducts attitude research to ascertain what is on the minds of employees and plant-city neighbors; counsels management on the basis of the findings of such surveys; prepares employee manuals, corporation reports, and other announcements; and conducts advertising campaigns directed to employees and plant

Roscoe C. Edlund

communities. The company, though but three years old, has served many outstanding clients.

Farmaquimica Price List

Farmaquimica, S.A., Madrid, Spain, has issued a new price list of essential oils.

Committee to Nominate Executive Committee Appointed by DCAT

Fred J. Stock, chairman of the Drug, Chemical and Allied Trade Section of the New York Board of Trade, has announced the appointment of the following members to serve on a Nominating Committee whose duty it will be to prepare a slate for the Executive Committee to be elected at the Section's Annual Meeting at Shawnee in September: Dr. Carle M. Bigelow, Guy L. Marsters, Harold M. Altshul, Victor E. Williams and Lloyd I. Volckening.

MM&R Appoints McCarty Chicago Sales Representative

Zane H. McCarty has been appointed sales representative with headquarters in the Magnus, Mabee & Reynard, Inc., Chicago office, 221 North LaSalle St., Chicago, Ill.

Society of Cosmetic Chemists Holds Directors Meeting

A meeting of the Board of Directors of the Society of Cosmetic Chemists was held at the New York Athletic Club June 29.

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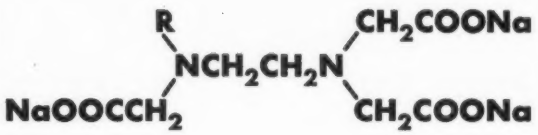

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Norman Dahl Goes to Bourjois

Paul H. Douglas, executive vice-president and general manager of Bourjois, Inc., New York, N.Y., has announced the appointment of Norman F. Dahl to the position of assistant general manager and coordinator of merchandising.

Mr. Dahl has for the past five years been president of Prince Matchabelli. Before that, he was associated with Lehn & Fink and Elizabeth Arden of Canada and Elizabeth Arden in Europe. Mr. Dahl has served as director and vice-president of the Toilet Goods Association, and was a former president of the Toilet Goods Manufacturers' Association.

Mr. Dahl's new responsibility will be the coordination and integration of the general merchandising activities of Bourjois, Inc., and of Barbara Gould, Inc.

Dr. Scheele Addresses DCAT

Dr. Leonard A. Scheele, Surgeon General of the U.S. Public Health Service, addressed the Drug, Chemical and Allied Trades Section of the New York Board of Trade at a luncheon given July 1, at the Hotel Astor, New York, N.Y. His subject was "Industry's Contribution to Public Health."

White Metal Appoints H. J. Fouts Representative

According to Stanley M. Rumbough, Jr., director of sales, White Metal Manufacturing Co. has appointed H. J. Fouts & Co., 6253 Hollywood Blvd., Los Angeles, Calif. its exclusive representative for the state of California.

Drug and Cosmetic Credit Men Enjoy Outing at Bear Mountain

By automobile and bus members of the Drug, Cosmetic and Chemical Credit Men's Association flocked to Bear Mountain June 25 where the annual outing was held under ideal weather conditions.

Following luncheon members and their guests broke up into groups to enjoy the various forms of amusement afforded by the vacation spot. After dinner in the evening a number of members remained to play bridge. The affair was arranged by a committee of which Joseph C. Lynch was chairman with the cooperation of Nat Otte, group secretary.

A moment's rest during activities

One of the distinguished guests was Mrs. Anne Miller Downes, the novelist, wife of Frank H. Downes of Mallinckrodt Chemical Works. Mrs. Downes is the author of several novels and has been commended by noted literary critics for her deep understanding of life. Out of her concern for the present state and future welfare of the American home Mrs. Downes produced a powerful novel "Mary Donovan" last February which is being brought out in England this summer. Another novel has been dramatized for the movies.

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Chemistry and Manufacture of Cosmetics (de Navarre)	9.00
Commercial Methods of Analysis (Snell & Biffen)	6.50
Condensed Chemical Dictionary	12.00
Cosmetic Dermatology (Goodman)	7.00
Drug & Specialty Formulas (Belanger)	6.00
Emulsion Technology—a symposium	6.50
The Essential Oils (Guenther) Vol. I	6.00
Flavor (Crocker)	3.00
Henley's 20th Century Book of Formulas, Processes & Trade Secrets	4.00
How to Make and Use a Small Chemical Laboratory	1.00
Introduction to Emulsions (Sutheim)	4.75
The Law of Foods, Drugs & Cosmetics (Toulmin) One large volume, 1460 pages	17.50
Marketing Drugs & Cosmetics (Bader & Picker)	5.00
Modern Cosmeticology (Harry)	12.00
Modern Cosmetics (Thomssen)	$ 8.00
National Formulary, VIII	7.50
Natural Perfume Materials (Naves and Mazuyer)	6.75
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Vol. I Raw Materials Dictionary	8.00
II Production of Perfumes	8.00
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Cosmetics and How to Make Them (Bushby)	3.00
Condensed Chemical Dictionary	12.00
The Essential Oils (Guenther)	6.00
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Modern Cosmetics (Dr. E. G. Thomssen)	8.00
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Natural Perfume Materials (Naves & Mazuyer)	6.75
Perfumes, Cosmetics & Soaps (Poucher) Vol. I	8.00
Perfumes, Cosmetics & Soaps (Poucher) Vol. II	8.00
Perfumes, Cosmetics & Soaps (Poucher) Vol. III	7.00
The Law of Foods, Drugs & Cosmetics (Toulmin) One Large volume, 1460 pages	17.50
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Henry Becker With M.M.&R. 30 Years

Henry J. Becker has just completed his 30th year as sales representative with Magnus, Mabee & Reynard, Inc. He is the dean of MM&R salesmen.

George Meier Joins Herb Farm Shop

George E. Meier has been appointed Midwestern District Manager of Herb Farm Shop, Ltd., New York, N.Y.

Lakritz Completes Extensive Trip

A recent organizational meeting of Florasynth executives in New York and attendance at the National Confectioners' Convention and Exposition completed an extensive trip by William Lakritz, president of Florasynth Laboratories, Inc., New York, N.Y.

Philadelphia Cosmetic Assn. Has Election of Officers

J. Henry Healy, Sr., has been made president of the Philadelphia Cosmetic Association. Other officers are: Harry R. Barr, vice-president; William J. Showmaker, secretary; and Robert Kline, treasurer.

The Association will hold its annual show Sept. 19-23, at the Hotel Benjamin Franklin. The annual banquet is scheduled for Sept. 20.

University of Illinois Packaging Course

Sponsored jointly by the University of Illinois extension division and the Industrial Packaging Engineers Association of America, the Packaging and Materials Handling Short Course at the Hotel Sherman, Chicago, Ill., Oct. 4 to 7, is expected to attract many registrations. On Oct. 5 to 7, it will run concurrently with the Association's third annual Industrial Packaging and Materials Handling Exposition.

Logcher Appointed MM&R Manager

Magnus, Mabee & Reynard, Inc., New York, N.Y., has announced the appointment of Dr. Henri F. Logcher as export manager. Dr. Logcher was formerly a sales manager for Home Products International.

Obituary

Ralph E. Dorland

The executive committee of the Drug, Chemical and Allied Trades Section of the New York Board of Trade read into the minutes of its meeting of May 20 its deep sense of sorrow in the loss of Ralph E. Dorland, who died May 14. The members of his family were thus officially notified of the sincere sympathy of the group in their sad bereavement.

William Tuerck

William Tuerck, sales manager for Latin America of Schimmel & Co., Inc., New York, N.Y., died June 18 in the New York hospital after a brief illness. Mr. Tuerck, who died at the age of 60, was well known and highly regarded throughout South and Central America, and was a respected figure in the essential oil industry with which he had been connected most of his life. His friends, many of whom saw him on his most recent trip to the Southern hemisphere only a few weeks before his death, will be particularly shocked to hear of his passing.

Mr. Tuerck leaves behind his widow, two sons and a daughter.

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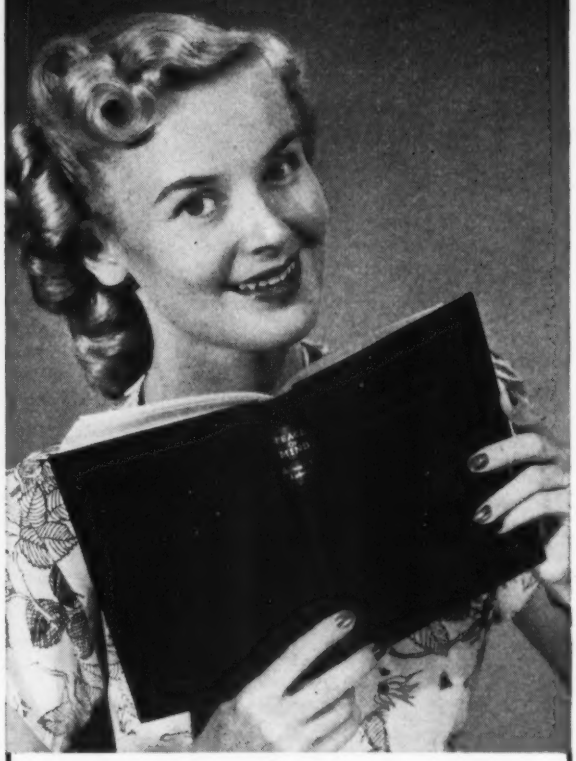

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If you are interested in the manufacture of cold permanent wave solutions you will want to investigate RHOPLEX WA-5 and TRITON X-200. We will be glad to send you working samples.

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MARKET REPORT

Advance in Price of Menthol

A NUMBER of basic chemicals have been advanced in price covering third quarter deliveries. Among those scoring increases are caustic soda, soda ash, sodium bicarbonate, red oil, and stearic acid.

ADVANCES IN MENTHOL

Another development of interest in the raw materials market was a series of sharp advances in menthol because of speculative developments which were reported both here and in Brazil.

Although no acute shortage of glycerin is contemplated this month there is not likely to be too much material around since some of the larger soapers will close down for vacations. Those consumers who hold sizeable contracts for synthetic glycerin are likely to remain out of the market over the next few weeks in order to reduce their inventories in anticipation of early deliveries of synthetic material. This should serve to prevent any acute shortage of material from the soap kettle.

Production of synthetic glycerin will get underway on a commercial scale this month. Consumers who had contracted for the major portion of the expected output over a year ago have been notified to the effect that production was started July 6. A suitable output is expected to follow, and by August 4th, according to reports, the contracts will officially become effective and thereafter deliveries will be made in accordance with each individual contract. The plant located at Houston, Texas has an estimated capacity of between 30,000,000 to 36,000,000 pounds a year.

A good part of the anticipated output of synthetic glycerin had been contracted for over a year ago with an esculator price clause of 18 cents per pound, f.o.b., the plant. The esculator clause allows for additional charges, and in view of steadily mounting costs, some trade observers feel that production having started, the price will be nearer 24 cents in contrast to current prices ranging from 39¼ to 40 cents per pound for the soap kettle product.

The advance of over $1 per pound in menthol was generally regarded as highly speculative in character since consuming demand for the article is usually at a very low point at this time of the year. Stocks of menthol are generally known to be fairly large in this market but the material is held in only a relatively few hands who are anxious to obtain much better prices for their goods in view of the bullish reports coming out of the Far East and the sharp rise in shipping prices from Brazil. It is indicated here that the spot market may go to over $10 per pound before any serious reaction develops in the local market.

The past month brought about further price recessions in a number of essential oils, but the declines were not as severe as they had been in previous months, and for the most part, they were confined to items that had previously been slow in reflecting the general downward trend in values.

There appears to be a decidedly good feeling regarding the outlook for business in essential oils and aromatic chemicals. Some trade factors are inclined to discount reports of large consumer inventories especially since the demand for both oils and aromatic chemicals has been on a hand-to-mouth basis for more than a year. Several of the chemicals and oils, it is believed, should also feel the effects of the Marshall Plan especially those articles that go into the manufacture of pharmaceuticals.

The unfavorable weather over the second quarter had served to have an adverse influence upon the demand for summer articles such as the citrus oils that go into the manufacture of flavors for the soft drink trade.

The condition of the mint crops in the larger producing States has served to create considerable attention especially in the light of excessive moisture and the recent turn of events in Oregon where many of the fields were covered with water. Crop reporting board of the Department of Agriculture announces that the condition of the peppermint crops in Michigan and Indiana is below normal but spearmint has fared much better through the unfavorable Spring season. In Indiana peppermint stands in general are poor the report states.

ANIMAL FIXATIVES

Among the animal fixatives, the trend in natural musk prices was downward. The situation in the coaltar industry was still exceedingly difficult regarding supplies of crude material, however, and for this reason, makers of artificial musks were encountering problems in obtaining all of the raw material they wanted.

In waxes, prices on carnauba suffered a severe setback over the past month. Domestic buyers are continuing to exercise a cautious policy in making purchases in the hope of still lower prices.

A late development in the market was a reduction of 3 cents a gallon in industrial alcohol prices. The adjustment in selling schedules had been necessary in order to meet competition.

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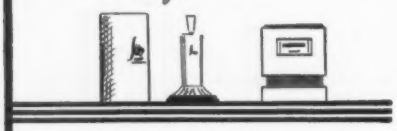
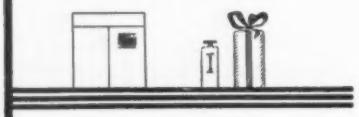


cosmetic container



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Manufacturers of Private Label Cosmetics

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(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

ESSENTIAL OILS

Almond Bit, per lb.	4.90@	5.00
FFPA	4.50@	5.25
Sweet True	.70@	.80
Apricot Kernel	.50@	.55
Amber, rectified	1.25@	1.35
Angelica Root	180.00	Nom'l
Anise, U. S. P.	.75@	.90
Aspic (spike) Span.	1.50@	1.75
Avocado	1.10@	1.50
Bay	1.35@	2.50
Bergamot	4.00@	4.65
Artificial	2.00@	2.75
Birch, sweet	3.00@	5.00
Birchtar, crude	1.15@	1.35
Birchtar, rectified	3.95@	4.00
Bois de Rose	3.00@	3.50
Cade, U. S. P.	.50@	.70
Cajeput	2.25@	2.60
Calamus	20.00@	25.00
Camphor "white" dom.	.50@	.65
Cananga, native	4.25@	4.80
Rectified	4.80@	5.75
Caraway	5.00@	5.50
Cardamon	23.00@	27.50
Cassia, rectified, U. S. P.	2.10@	2.30
Cedar leaf	1.10@	1.25
U. S. P.	2.20@	2.25
Cedar wood	.50@	.75
Celery	15.00@	20.00
Chamomile Roman	250.00@	
Cinnamon bark oil	35.00@	43.00
Citronella, Ceylon	.75@	1.00
Java	1.35@	1.85
Cloves, Zanzibar	1.20@	1.30
Coriander	35.00@	45.00
Imitation	8.50@	12.00
Croton	4.95@	5.50
Cumin	6.25@	6.75
Dillseed	8.00@	8.75
Erigeron	2.75	Nom'l
Eucalyptus	.68@	1.00
Fennel, Sweet	3.25@	4.00
Geranium, Rose, Algerian	13.50@	17.00
Bourbon	9.85@	13.00
Turkish	6.65@	7.85
Ginger	7.50@	8.00
Guaiac (Wood)	2.25@	2.60
Hemlock	2.35@	3.00
Juniper Berry	5.35@	7.75
Laurel leaf	20.00@	21.00
Lavandin	1.70@	2.35
Lavender, French	3.75@	6.25
Lemon, Calif.	3.10@	3.50
Italian	3.00@	4.80
Lemongrass	1.35@	2.00
Limes, distilled	4.00@	4.85
Expressed	9.75@	11.00
Linaloe	3.35@	4.10
Lovage	95.00	Nom'l
Marjoram	5.50@	6.10
Neroli, Bigarde P.	275.00@	300.00
Petale, extra	185.00@	250.00
Nutmeg	4.35@	5.00
Olibanum	5.30@	7.00
Opopanax	30.00@	37.00
Orange, bitter	3.40@	3.85
Brazilian	1.50@	1.75
Calif., exp.	1.65@	2.00
Orris Root, abs. (oz.)	135.00@	
Artificial	36.00	Nom'l
Pennyroyal, Amer.	3.25@	4.10
European	2.50@	3.00
Peppermint natural	7.50@	8.00
Redistilled	8.10@	8.50
Petitgrain	3.10@	3.75
Pimento Berry	4.35@	5.00
Pinus Sylvestris	4.10@	4.85
Pumillonis	4.00@	4.50
Rose, Bulgaria (oz.)	20.00@	45.00
Synthetic, lb.	10.80@	16.00
Rosemary, Spanish	.95@	1.25
Sage, Spanish	2.40@	3.50
Sage, Dalmation	3.25@	4.25
Sandalwood, N. F.	14.00@	16.80
Sassafras, artificial	.60@	.85
Ocotea Cymbarum	.55@	.80
Snake root	18.00@	22.00
Spearmint	7.00@	7.80
Thyme, red	2.65@	3.35
White	2.90@	3.65
Valarian	27.00@	32.00
Vetivert, Haitian	18.50@	21.00
Bourbon	17.80@	22.00
Wintergreen	4.00@	12.00
Wormseed	3.75@	4.75
Ylang Ylang, Manila	38.00@	43.00
Bourbon	10.00@	14.25

(Continued on page 83)

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Essential Oils *Aromatic Chemicals*

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A remarkable reproduction of the natural oil extracted from pomade. Gives splendid results used alone or with the natural oil.

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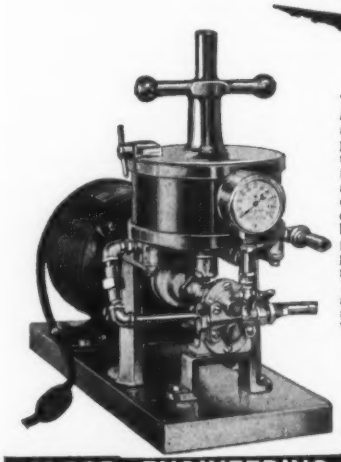
You get brilliant, uniform clarity with this low cost, small capacity filter



This small capacity *"Sealed-Disc"* Filter positively removes all undesirable impurities. Especially designed for light manufacturing or small batch work, it is completely enclosed, leak, and drip-proof. The entire filter can be taken apart for easy cleaning by simply removing the handle on top. Available in capacities from one to six gallons per minute and built of suitable materials to handle all liquids. Larger *"Sealed-Disc"* Filters are available in capacities up to thousands of gals. per hour. Write for complete information.

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Filters, Filter Discs, Pumps, Tanks, Mixers, Agitators

CYCLONOL
CHARACTERISTIC ODOR *and* COOLING EFFECT OF MENTHOL

Cyclonol is chemically 1-methyl-3-dimethyl-cyclohexanol-(5). Graphically the structural formula is given in Fig. 1. It may be considered a lower homologue of symmetric or meta Menthol which has the structural formula shown in Fig. 2.

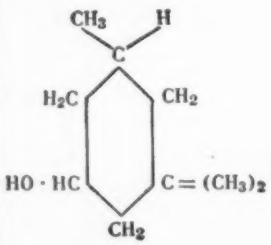

FIG. 1

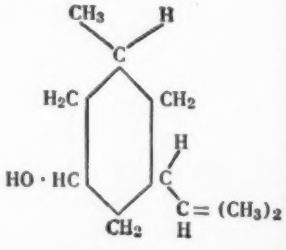

FIG. 2

Cyclonol replaces Menthol satisfactorily in shaving creams and lotions, liniments, analgesic balms, ointments and similar preparations. It has also been accepted by the U. S. Treasury Department as a Denaturant for alcohol in place of Menthol U.S.P.

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(Continued from page 81)

TERPENELESS OILS

Bergamot	11.00@	14.00
Grapefruit	65.00@	68.00
Lavender	11.50@	15.00
Lemon	30.00@	45.00
Lime, ex.	60.00@	68.00
Distilled	42.00@	45.00
Orange sweet	100.00@	120.00
Peppermint	14.00@	15.80
Petitgrain	5.50@	7.25
Spearmint	12.00@	15.00

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	1.90@	2.75
Acetaphenone	1.65@	1.80
Alcohol C 8	2.90@	3.30
C 9	14.00@	
C 10	2.90@	3.30
C 11	14.50	Nom'l
C 12	3.45@	
Aldehyde C 8	11.00@	12.00
C 9	17.50@	19.00
C 10	7.00@	8.50
C 11	19.25@	22.00
C 12	14.00@	18.00
C 14 (Peach so-called)	7.25@	9.00
C 16 (Strawberry so-called)	7.65@	8.25
Amyl Acetate	.55@	.75
Amyl Butyrate	.85@	1.10
Amyl Cinnamate	4.50@	5.80
Amylcinnamic Aldehyde	2.95@	3.75
Amyl Formate	.95@	1.20
Amyl Phenyl Acetate	3.50@	4.00
Amyl Salicylate	.80@	1.00
Amyl Valerinate	1.75@	2.15
Anethol	.60@	.75
Anisic Aldehyde	2.50@	2.85
Benzophenone	1.25@	1.70
Benzyl Acetate	.65@	.75
Benzyl Alcohol	.70@	.85
Benzyl Benzoate	1.05@	1.20
Benzyl Butyrate	2.00@	2.25
Benzyl Cinnamate	3.60@	4.00
Benzyl Formate	2.40@	2.60
Benzyl-Iso-eugenol	9.00@	9.75
Benzyl Propionate	1.65@	2.15
Benzylidene Acetone	2.00@	2.25
Bromstyrol	5.75@	6.35
Butyl Acetate, normal	.31½@	.32½
Cinnamic Alcohol	3.10@	3.50
Cinnamic Aldehyde	.90@	1.10
Cinnamyl Acetate	4.75@	5.50
Cinnamyl Butyrate	12.00@	14.00
Cinnamyl Formate	10.00@	13.00
Citral, C. P.	3.50@	4.20
Citronellol	3.90@	4.50
Citronellyl Acetate	5.25@	6.25
Coumarin	3.00@	3.25
Cuminic Aldehyde	7.75@	10.00
Diethylphthalate	.45@	.50
Dimethyl Anthranilate	4.55@	5.00
Ethyl Acetate	.38@	.45
Ethyl Benzoate	.75@	.90
Ethyl Butyrate	.75@	.90
Ethyl Capronate	3.65@	4.25
Ethyl Cinnamate	2.45@	2.80
Ethyl Formate	.65@	.75
Ethyl Propionate	.75@	1.00
Ethyl Salicylate	.85@	1.00
Ethyl Vanillin	6.75@	6.80
Eucalyptol	1.75@	2.25
Eugenol	2.05@	2.75
Geraniol, dom.	3.50@	4.00
Geranyl, Acetate	3.95@	4.15
Geranyl Butyrate	6.75@	7.80
Geranyl Formate	7.25@	7.90
Guaiac Wood Acetate	6.00@	6.75
Heliotropin, dom.	3.00@	3.50
Hydrotropic Aldehyde	6.75@	7.25
Hydroxycitronellal	7.45@	10.00
Indol, C. P.	19.50@	22.00
Ionones		
Beta	7.25@	9.25
Methyl	5.50@	6.40
Iso-borneol	1.30@	1.50
Iso-butyl Acetate	1.00@	1.75
Iso-butyl Benzoate	1.35@	2.50
Iso-butyl Salicylate	2.15@	3.00
Iso-eugenol	3.25@	3.75
Iso-safrol	2.00@	2.80
Linalool	4.10@	5.00
Linalyl, Acetate 90%	4.10@	5.25
70%	3.75@	5.25
Linalyl Anthranilate	15.00@	
Linalyl Benzoate	10.50@	
Linalyl Formate	10.25@	12.25
Menthol	8.60@	9.00
Methyl Acetophenone	1.35@	1.75
Methyl Anthranilate	2.25@	2.40
Methyl Cinnamate	1.70@	2.25
Methyl Eugenol	4.00@	6.25
Methyl Heptenone	6.25@	7.00
Methyl Heptine Carbonate	45.00@	60.00
Methyl Iso-eugenol	5.85@	10.00
Methyl Octine Carbonate	24.00@	30.00
Methyl Naphthyl Ketone	3.25@	3.40
Methyl Phenylacetate	1.65@	2.20
Methyl Salicylate	.40@	.45
Musk Ambrette	8.75@	14.25
Ketone	4.65@	5.20
Xylene	1.60@	1.75
Neroline (ethyl ether)	2.00@	2.35
Paracresyl Acetate	2.15@	2.75
Paracresyl Methyl Ether	2.40@	3.00
Paracresyl Phenyl-acetate	4.75@	5.25
Phenylacetaldehyde 50%	2.75@	3.25
100%	4.20@	4.75
Phenylacetic Acid	1.65@	2.25
Phenylethyl Acetate	2.00@	2.85

(Continued on page 85)

PERFUME BASES of Merit . . .

CONSTANT research, skillful blending and development of subtle aromatics by the Perfume Chemists of N.B.W. assures the quality of its Essential Oils, Aromatics and Floral Creations.

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DIE STAMPING ENGRAVING EMBOSSING
Telephone: COLUMBUS 5-5600 ★ Cable Address HORNLABELS NEW YORK

(Continued from page 83)

Phenylethyl Alcohol	1.40@	1.75
Phenylethyl Anthranilate	16.00@	
Phenylethyl Butyrate	4.65@	5.00
Phenylethyl Propionate	4.10@	4.60
Phenylethyl Salicylate	4.80@	5.15
Phenylethyl Valerianate	7.25@	8.00
Phenylpropyl Acetate	4.50@	5.10
Safrol	.80@	1.00
Scatol C. P. (oz.)	5.35@	6.00
Styrolyl Acetate	2.35@	3.00
Vanillin (clove oil)	4.50@	4.65
(guaiacol)	3.00@	3.05
Lignin	3.00@	3.05
Vetiver Acetate	70.00@	75.00
Violet Ketone Alpha	18.00	Nom'l
Beta	15.00	Nom'l
Methyl	6.50	Nom'l
Yara Yara (methyl ester)	2.20	Nom'l

BEANS

Tonka Beans Surinam	.90@	1.00
Angostura	1.75@	1.80
Vanilla Beans		
Mexican, whole	5.85@	6.25
Mexican, cut	5.25@	5.80
Bourbon	8.00@	8.75
Tahati	4.10@	4.85

SUNDRIES AND DRUGS

Acetone	.09@	.14
Ambergris, ounce	8.50@	18.00
Balsam, Copaiba	.65@	.90
Peru	.80@	.85
Beeswax, bleached, pure U. S. P.	.70@	.73
Yellow, refined	.61@	.63
Bismuth, subnitrate	2.15@	2.28
Borax, crystals, carlot ton	74.50@	76.00
Boric Acid, U. S. P., ton	129.00@	133.50
Calcium, phosphate	.08@	.08¾
Phosphate, tri-basic	.0650@	.0680
Camphor pwd., domestic	.72@	.74
Castoreum, nat., cans	15.00@	45.00
Cetyl, Alcohol	2.25@	2.55
Chalk, precip. bags, clts	.02⅞@	.03
Cherry Laurel Water, jug, gal.	2.10@	2.50
Citric Acid	.23@	.26
Civet, ounce	6.00@	20.00
Cocoa, Butter, bulk	.96@	.97
Cyclohexanol (Hexalin)	.21½@	.22
Fuller's Earth, Mines ton	27.00@	30.00
Glycerin, C. P.	.39¼@	.40
Gum Arabic, white	.29@	.32
Amber	.14@	.14½
Powdered, U. S. P.	.19½@	.21
Gum Benzoin, Siam	3.50@	3.85
Sumatra	.43@	.50
Gum Galbanum	.90@	1.00
Gum Myrrh	.38@	.42
Henna, pwd.	.28@	.32
Kaolin	.05@	.07
Labdanum	5.00@	7.00
Lanolin, hydrous	.23½@	.26
Anhydrous	.25@	.27
Magnesium, carbonate	.11@	.12¼
Stearate	.49@	.50
Musk, ounce	20.00@	35.00
Olibanum, tears	.26@	.35
Siftings	.11@	.13
Orange Flower Water, gal.	1.75@	2.25
Orris Root, Italian	.24@	.35
Paraffin	.06¾@	.08¼
Peroxide (hydrogen) N.S.P. bbls.	1.10@	1.75
Petrolatum, white	.06¾@	.08⅜
Quince Seed	1.20@	1.50
Rice Starch	Nominal	
Rose Leaves, red	3.45@	4.00
Rose Water, jug (6.6 gal.)	6.00	Nom'l
Rosin, M. per cwt.	8.55@	
Salicylic Acid	.40@	.42
Saponin No. 1	2.45@	
Silicate, 40°, drums, works, 100 pounds	1.00@	1.35
Sodium Carb. 58% light, 100 pounds	1.60@	2.70
Hydroxide, 76% solid, 100 pounds	3.05@	4.20
Spermaceti	.43@	.48
Stearate Zinc U.S.P.	.48@	.49
Styrax	1.10@	1.60
Tartaric Acid	.41½@	.42½
Tragacanth, No. 1	3.15@	3.80
Triethanolamine	.21½@	.22½
Violet Flowers	2.00	Nom'l
Zinc Oxide, U. S. P. bbls.	.14¼@	.14½

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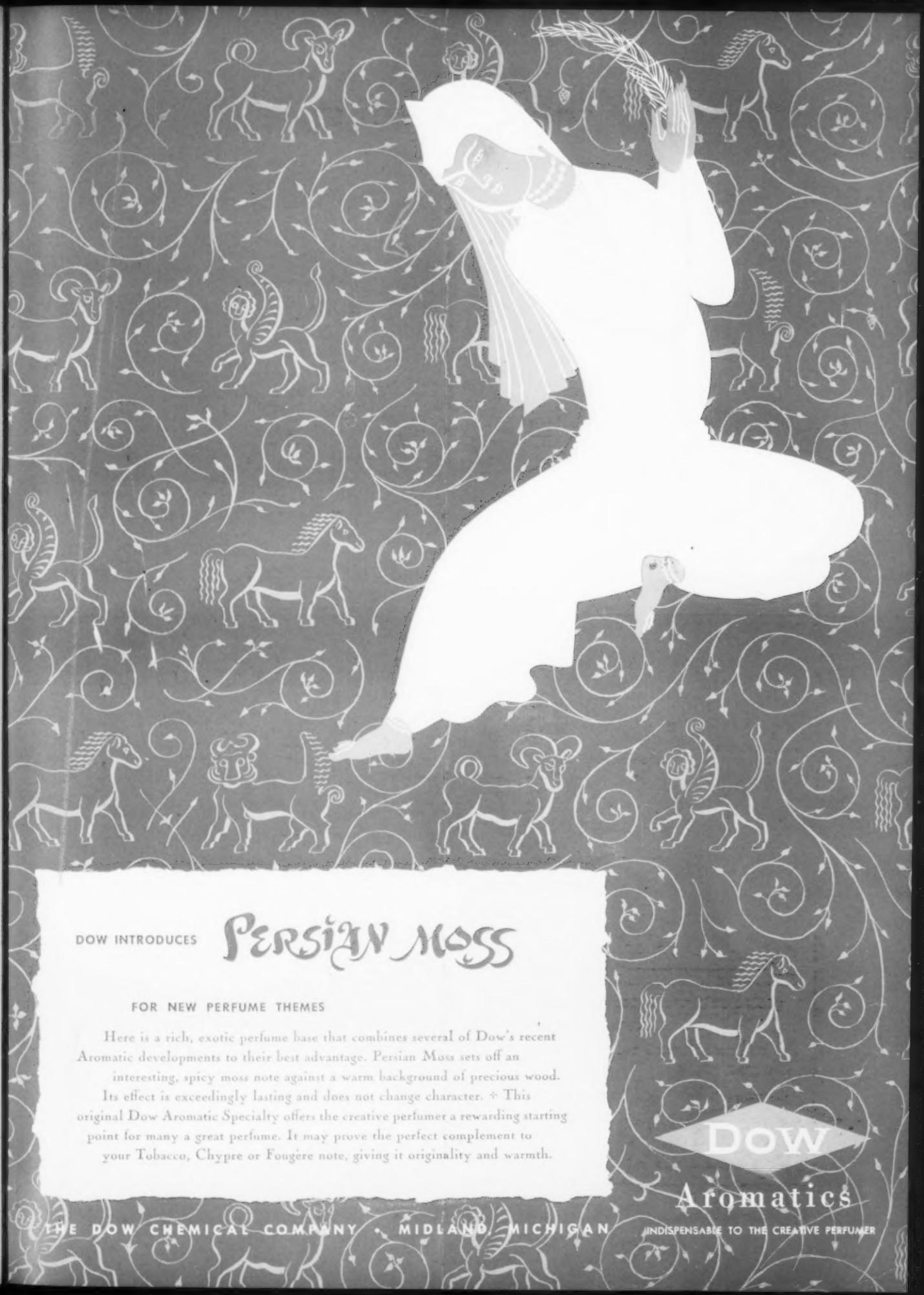

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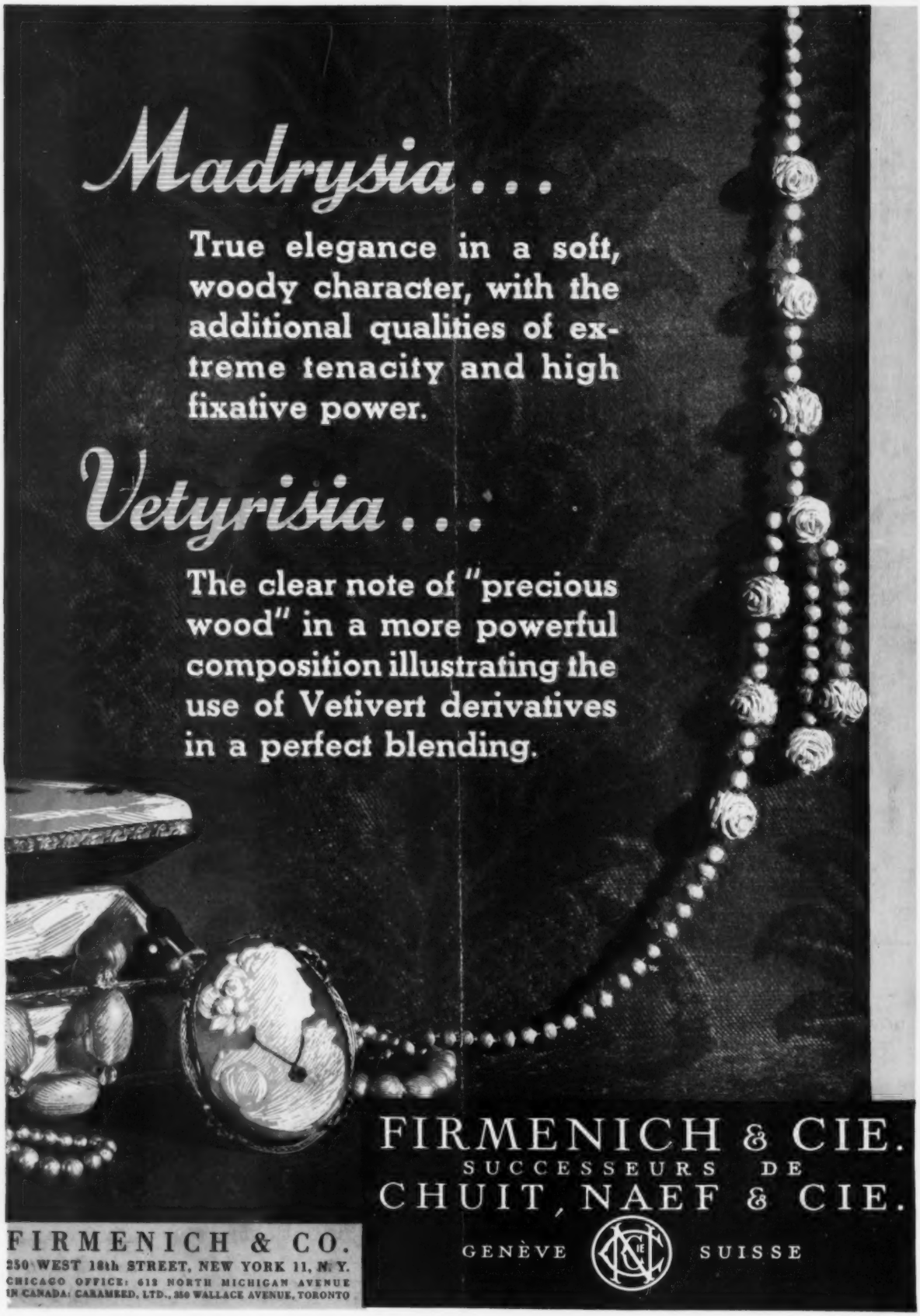
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